BROADCASTING TELECASTING MARKETBOOK

BROADCASTING
The Newsweekly of Radio and Television
TELECASTING

NATIONAL PRESS BLDG
WASHINGTON 4 D C

SOL TAISHOFF
Editor & Publisher

Mr. Broadcaster:

Decision! Transition! Impact! Penetration!

Those are the word-tools of the advertising crafts.

They are apt in time-buying. Every day is a day of decision.
And of transition.

Scan the headlines. It's the spot business that keeps the
national broadcast revenue in proper perspective.

That's where the 1952 BROADCASTING Marketbook comes in. It
is the fact book tailored expressly for the buyer of time.

The Marketbook is now in production. Its purpose is to make
SPOT time-buying easy. In no other issue is there published:

. Radio homes by counties
. Latest auto registrations
(Out of home listening)
. Retail Sales . Population . Farm Income

. and the Exclusive Copyrighted

SPOT RATE FINDER

The BROADCASTING Marketbook is the time-buyer's time-tested
work-tool. The station-advertiser gets year-round impact
from a single insertion because the 1952 Marketbook will be
within elbow-reach of every national and regional agency;
every advertiser outside the local sphere. Circulation:
17,000.

Deadline: July 20

Publication date: August 18
(timed for the peak time-buying season)

Sincerely,

Sol Taishoff

Sol Taishoff

Here is John Blair's newest

The view at the right, taken from the top of Red Mountain, is Birmingham—America's 27th market*. Yes, Birmingham in rich, responsive Jefferson County (population 572,100; retail sales $508,896,000 for 1951) is not only one of our great markets, but also one of the fastest-growing.

WSGN
BIRMINGHAM, ALABAMA
announces the appointment of
JOHN BLAIR & COMPANY
AS NATIONAL REPRESENTATIVES
EFFECTIVE JULY 1, 1952

Station WSGN dominates Birmingham just the way its tower dominates this photo. (Affiliated with the Birmingham News, WSGN operates on 5,000 watts day, 1,000 watts night, on 610 KC.) The responsiveness of its audience has left no doubt in the minds of both national and local advertisers that the profitable way to sell Birmingham is via WSGN.

*John Blair now represents top stations in 21 of America's 30 largest markets.

JOHN BLAIR & COMPANY
REPRESENTING LEADING RADIO STATIONS

st market

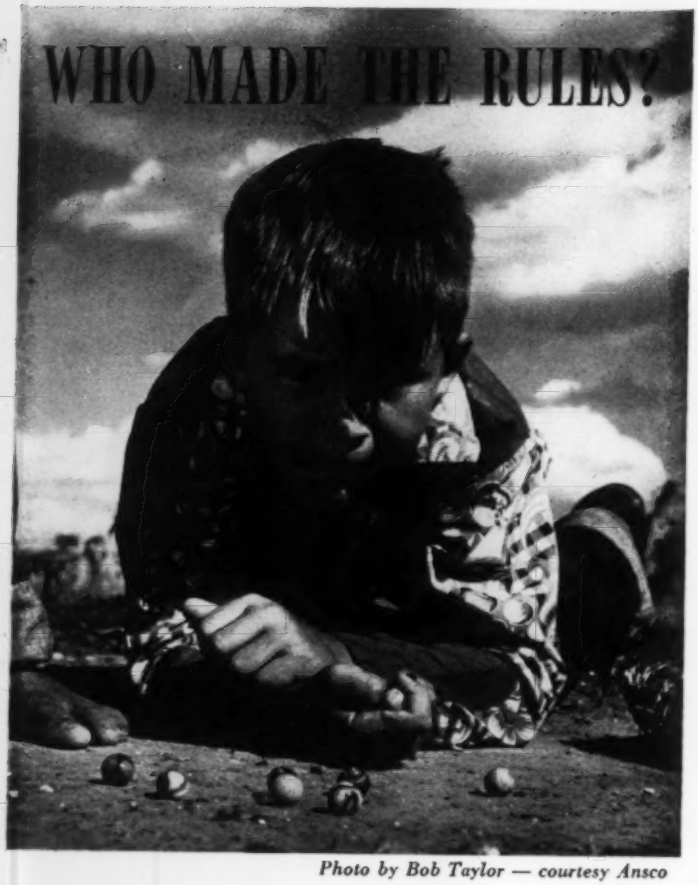

Photo by Bob Taylor — courtesy Ansco

Youngsters have been playing marbles for over one hundred years without printed rules.

The regulations are prescribed by *tradition* . . . the rewards determined by skill.

So it is with radio.

Since it's inception as an advertising media, self-imposed standards have guided program content. Skill has been rewarded by large audiences and concomitant success.

Tradition and skill are major ingredients of the powerful advertising force you command when you place your message on the only 50kw CBS outlet in Oklahoma . . . KOMA.

KOMA *Avery-Knodel, Inc.*
RADIO STATION REPRESENTATIVE
50,000 WATTS • CBS RADIO
J. J. BERNARD, *Vice President and General Manager*

agency

CURTIS BERRIEN, copy chief, Needham, Louis & Brorby, Chic... elected a vice president.

PETER FINNEY, Erwin, Wasey & Co., N. Y., to Harry B. Cohen Ad... same city, as vice president and account supervi...

Mr. Finney

FANNIE D. GLEESON, free lance writer, to Gi... Adv., St. Louis, as copy writer-researcher, on ra... TV staff.

ROBERT H. CADDOO Jr., Lennen & Mitchell, N. ... to research staff, Young & Rubicam, that city, as a... count supervisor.

WILFRED S. ROBERTS, radio-TV head, Pedlar ... Ryan, N. Y., to TV department, Benton & Bowl... same city.

DIRK A. WATSON rejoins timebuying staff of N. W. Ayer & Son, N. Y., after 15 months in Navy.

FLORENCE WARNER, CBS Radio publicity staff, to Hutchins Adv., N. Y., as director of publicity and public relations.

on all accounts

PHILOSOPHER, ex-radio man for the Navy, creator and executor of advertising ideas, strong believer in the future of radio and television, voice of romance to women listeners, and proprietor of his own agency, American Advertising, Seattle—that's Anthony F. Lease, who this week (June 5) celebrates his 32nd birthday.

Tony Lease is a man of ideas, and he believes in carrying them through. Early in 1950, he had the idea that there was room in the Pacific Northwest for an agency that would originate, create and follow through on good advertising ideas for its clients—and not even a broken neck stopped him. Just about the time he got American Advertising rolling, Mr. Lease was the victim of an apartment house explosion that left him in a cast from chin to waist for months. Nevertheless, he kept calling on his accounts, writing, producing and even voicing programs.

Mr. LEASE

Today, with a growing list of accounts and plans for expansion of his agency to other northwest markets as soon as additional TV channels are granted, Mr. Lease reports that 80% of his clients' budgets go to radio and television.

Born in Pittsburgh, Mr. Lease attended Duquesne U. While studying, he worked in the merchandising department of Kaufman's department store. Starting in June, 1942, he was in the Navy for four years, serving on a British carrier, the *U.S.S. Franklin*, the *Wasp* and four other aircraft carriers.

Shore duty at Seattle in 1945 convinced him that the Pacific Northwest was the place to live and, upon his discharge, he resumed his studies at Seattle U. While on a part-time job with a Seattle jeweler, he developed an advertising campaign concentrating in radio, which brought an increase of 119% in business in two years.

When he opened American Advertising's doors in 1950, it was with a whole flock of personal theories: That advertising was the only field that could guarantee freedom from the rut of boredom; that advertising can make dramatically real all of the things people enjoy; that successful commercial copy requires the flair of showmanship; that, above all, the agency's role is more than just to buy time or space, but to create and carry

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beat

ERIK ISGRIG, Young & Rubicam, Chicago, to Earle Ludgin, same city, as account executive.

J. J. CLARKE, former national sales manager, General Electric Co.'s home laundry department, MONICA GERAN, promotion editor, *Glamour* magazine and ROBERT PAVLOFF, to N. W. Ayer & Son, Phila.

AARON ADLER, Olian Adv., Chicago, to Irving J. Rosenbloom, same city, as account executive.

MATTY BRESCIA, former publicity director, Liberty Broadcasting System, to Action Adv., Memphis, Tenn., as director of press and public relations.

Mr. Brescia

J. WILLIAM BORCHERT, Federal Adv., N. Y., to BBDO, that city, in media department.

THOMAS H. SHEEHAN, advertising manager, Rainier Breweries, Seattle, to Washington Transit Adv., Washington, D. C.

WAYNE CLARK, assistant to editor, *Good Housekeeping* magazine, to Argus Adv., L. A., as copy chief.

MAY & McBRIDE ADV., Billings, Mont., changes name to MAY ADV. AGENCY.

WILLIAM E. WILSON, art director, Elgin Davis Adv., L. A., named vice-president. ROBERT EWELL, account executive, promoted to general sales manager.

LOU J. BOYCE, associate manager of media, Fuller & Smith & Ross, Cleveland, placed in charge of purchasing radio and TV time for firm's Cleveland office.

Mr. Boyce

ERNEST FELIX, assistant treasurer, ABC Hollywood, and acting general manager of Western Division, to John I. Edwards & Assoc., Hollywood, as general manager.

JACK WIEDMER, Ruthrauff & Ryan, St. Louis, to Olian Adv., that city, as account executive.

ROBERT THOMPKIN, assistant art director, Young & Rubicam, N. Y., transfers to Hollywood office in same capacity.

DONALD F. SIMCOX, *Paint Industry* magazine, to J. Robert Mendte, Phila., as head of art department.

WALTER JOHNSON, Knox Reeves Adv., S. F., to Richard Jorgensen Adv., San Jose, as account executive.

GILBERT H. WILLIAMS appointed copy director at James Thomas Chirurg Co., Boston, succeeding FLAVEL D. RAY who resigns to open copy consultant business.

Mr. Williams

ROSS McKEE, Cecil & Presbrey, N. Y., to Sullivan, Stauffer, Colwell & Bayles, same city, in executive capacity.

DONALD BALSAMO, sales staff, WIND Chicago, to Wright & Assoc., that city, as account executive.

J. M. MATHES Inc., N. Y., moves to 260 Madison Ave. Telephone is Lexington 2-7450.

ASSOCIATED Adv., L. A., moved to own building at 1017 N. La Cienega Blvd. CHARLES PURNELL is radio-TV director. Telephone is Crestview 1-7227.

RUTHRAUFF & RYAN, St. Louis, moves to Suite 2104, Railway Exchange Bldg. Telephone is Main 0127.

Obviously OUTSTANDING...

Over $606 an acre! That's a lot of money for a tract of land... but in central Illinois it's not just land... it's PRODUCTIVITY. Peoria is completely surrounded by farm lands which, in 1950 produced over 300 million dollars in gross farm income.

WMBD Dominates the Rich Peoriarea Market

When you buy radio time you too are interested in PRODUCTIVITY. WMBD produces TOP sales results... by consistently outstanding programming and by effectively blanketing all of the rich agricultural and industrial Peoriarea. You don't just buy TIME on WMBD... you buy SALES RESULTS!

See Free & Peters...

AM WMBD FM
FIRST in the Heart of Illinois
PEORIA
CBS Radio Network
5000 Watts

"Operation Heat Wave"

The hottest thing in town these days, outside of Washington's famous summer weather, is WRC's "OPERATION HEAT WAVE." For the first time, WRC is affording its advertisers a chance to make the heat pay off. . . .

If you're selling a seasonal product that moves best when the sun is hottest, here's your chance to buy radio spots in Washington on those "fair and warmer" days only—and save and save in the bargain.

WHEN: From May 25 through September 25.

WHAT: 20-second station breaks.

WHO: Seasonal hot weather products *only*, such as fans, bathing suits and sun tan lotion. (Products subject to WRC acceptance).

COST: It's lower than you think!

For complete details on how to stretch your radio dollars in the Washington market during the summer months, contact the New York office of NBC Spot Sales or the WRC Sales Department.

IN THE NATION'S CAPITAL
YOUR BEST BUY IS

FIRST in WASHINGTON

WRC NBC

5,000 Watts • 980 KC

Represented by NBC Spot Sales

feature of the week

KFOR Lincoln, Neb., launched a successful city-wide promotion campaign during "National Cotton Week" which made retailers and consumers alike "cotton conscious."

The station first submitted the campaign to the Lincoln promotion council for approval. Offering full support, the council distributed a special retail bulletin to all Lincoln merchants, inviting them to join in the plan.

Promotion was geared for action well in advance of National Cotton Week (May 11-17). Ken Greenwood, KFOR program director, and Lydia Nekuda, KFOR promotion director, carefully planned three activities: the dropping of cotton fiber balls from an airplane, a 'teen-age "Cotton Ball," and a cotton style show, featuring 43 live models.

Commenting on the success of the campaign, Miss Nekuda said, "Nearly every merchant in the city cooperated in the project; it represented an all-out effort on the part of a radio station to provide all the merchants of the city with a big project into which they could coordinate their advertising, and finally, it made the city and area very conscious of KFOR as an advertising medium."

RECORDS for the 'teen-age Cotton Ball are spun by Doyle Bladon, KFOR disc jockey.

* * *

strictly business

TOM DeBOW's youthful appearance belies the fact that he is a pioneer in the field of radio advertising.

Mr. DeBow, advertising manager for Cities Service, has headed radio and press relations for that firm for the past 20 years. Network radio programs have been his chief concern.

Cities Service has sponsored radio broadcasts for a quarter-century. For all but the first five years, Mr. DeBow has guided and goaded sponsor, agency and production staff into the kind of programming that can last 25 years on the air successfully.

"A good musical series is the one type of broadcast advertising you can stay with profitably for that length of time," Mr. DeBow says.

In this period, he has kept close watch on the radio show's contribution to Cities Service's growth and development as one of the Big Ten in the oil industry.

He has had many opportunities to check on the public relations job that radio has done and continues to do. It documents his belief that radio music shows have always been right for Cities Service.

While a concert-type program usually indicates an institutional approach for the sponsor without the constant pressure of having to produce sales, such is not the case with the air formula used by Cities Service.

Under Mr. DeBow's direction, Cities Service has incorporated a hard-hitting sales technique which has enabled the program always to carry its own weight in the company's ad budget and to serve as a spearhead for all the company's promotional campaigns.

Currently, Cities Service sponsors *Band of America*, heard Monday, 9:30-10 p.m. (EDT) on NBC.

Mr. DeBow was among the first client representatives to contact the individual network stations for

(Continued on page 79)

Mr. DeBOW

30 YEARS OF PUBLIC SERVICE...

On June 22 WISN, Milwaukee's Pioneer Radio Station, Will Have Given 30 Years of Public Service to the Community.

We Are Proud That Milwaukee Always Looks to WISN—First in Public Service—For the Finest in Local and Network (CBS) Radio.

That's Why WISN Means Radio's Best to All Milwaukee.

IN MILWAUKEE THEY LIS'N TO

WISN CBS

5000 WATTS

Represented by KATZ Agency

Carolina Sales with a Boogie Beat

COLOSSUS OF THE CAROLINAS

Composer and recorder of "Guitar Boogie" which sold 2,500,000 records, WBT's Arthur Smith, with his Crackerjacks, won a snug niche in the Folk Music Archives of the Library of Congress. But Arthur's sponsors know him also as a canny, consistent, air salesman whose "Corner Store" program on WBT (4-4:30 PM, M-F) beats out a double sales rhythm. To step up the tempo of your Carolina sales, ask for Arthur.

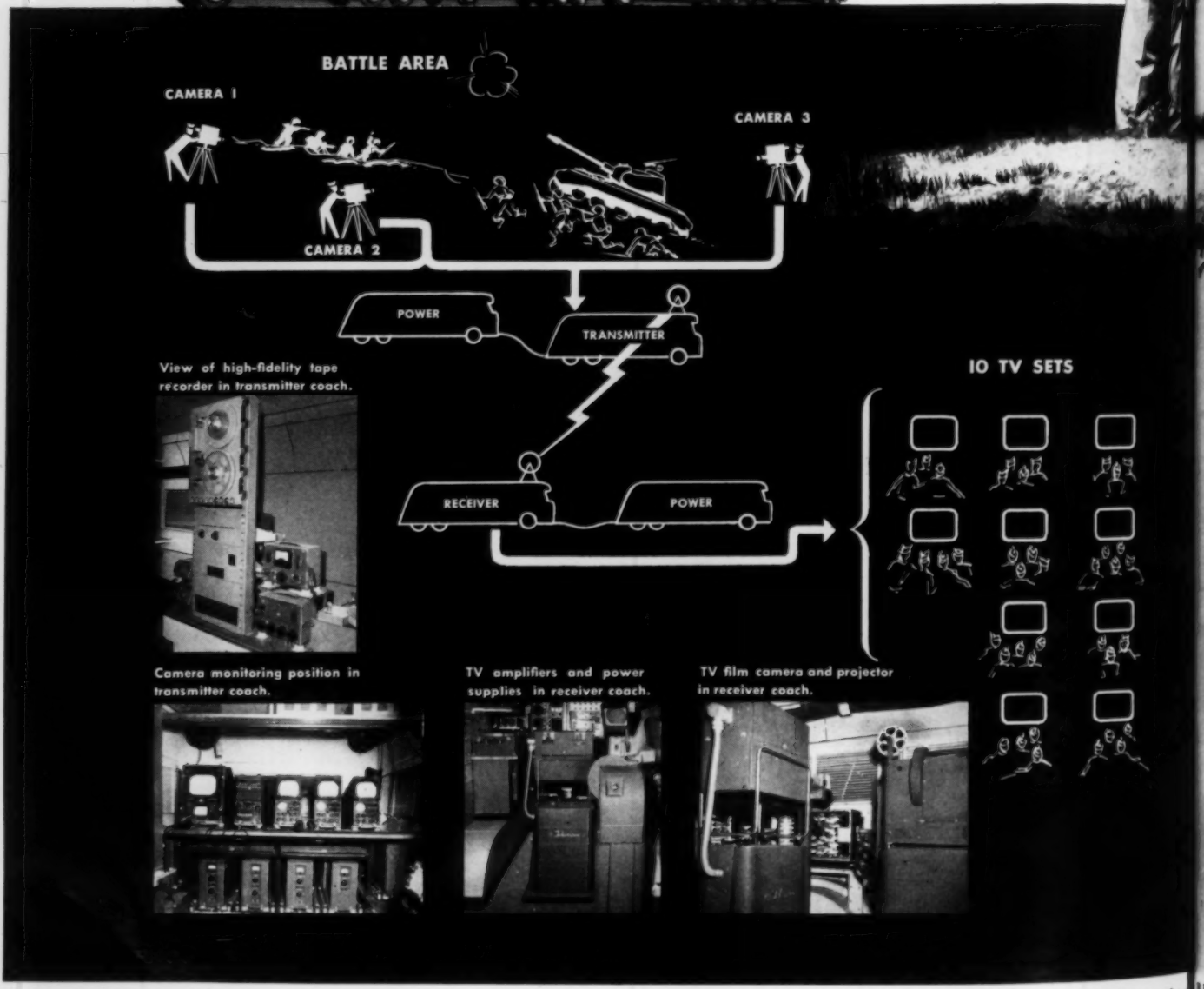
WBT

CHARLOTTE, NORTH CAROLINA

JEFFERSON STANDARD BROADCASTING COMPANY

Represented Nationally by CBS Radio Spot Sales

Television on



View of high-fidelity tape recorder in transmitter coach.

Camera monitoring position in transmitter coach.

TV amplifiers and power supplies in receiver coach.

TV film camera and projector in receiver coach.

Wheels

—new "electronic eyes" for the Army

THIS fast-moving mobile television system recently delivered by RCA to the U.S. Army Signal Corps flashes eyewitness views of intricate field exercises to expert observers, maneuver umpires, or to Army classrooms.

Pioneering a new concept in military instructional techniques—a major advancement for on-the-spot coverage in military observation and communication—exploring the feasibility of TV for field instruction and tactical use are a few of the jobs assigned to this equipment.

This new mobile TV system is the most complete television station ever mounted on wheels. It consists of four 10-ton coach-trucks fitted with custom-built bodies, each 31 feet long.

THE FIRST COACH contains the cameras and transmitter units . . . three complete TV field camera chains . . . microwave transmitter for video signals . . . 45-watt FM transmitter for sound signals . . . four microphone inputs . . . tape and disc recording equipment . . . complete TV monitoring and switching control equipment.

Transmitter power supply equipment, consisting of two powerful 15-KVA gas-driven generating units is contained in the SECOND COACH.

The receiver-display unit forms the THIRD COACH. This unit houses the FM and microwave receiving equipment . . . ten 16-inch TV picture monitors . . . a 16mm TV projector and film camera . . . slide projector . . . and a large-screen TV projector.

Housed in the FOURTH COACH is another 15-KVA generator power supply for the receiver-display unit. All coaches in the system are in communication with one another by means of an RCA 15-watt Carfone two-way radiotelephone.

This mobile television system, built for the U.S. Army Signal Corps, is another example of RCA applied engineering, manufacturing and service activities. RCA, through its extensive facilities, is constantly striving to provide our armed forces on land, sea and in the air with better military equipment.

RADIO CORPORATION of AMERICA
ENGINEERING PRODUCTS DEPARTMENT **CAMDEN, N.J.**

"KWKH coverage is excellent"

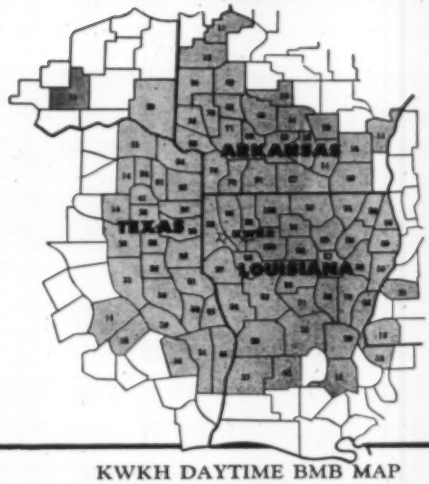
Says JOHN B. WILLIAMS
IMPORTANT LOUISIANA FOOD BROKER

John B. Williams is owner of a very successful food brokerage house in the Louisiana-Arkansas-Texas area. Among the products his firm represents are Crustene, Snowdrift and Wesson Oil. Here's what Mr. Williams recently wrote us:

"We are very much pleased with the results of the programs that you carry for the people we represent. It is our opinion that the coverage we get with your station is excellent.

It is a pleasure to work with your people. We have found that your staff has been very anxious at all times to cooperate with us in order to get maximum results. With this team work, I am sure we will continue to get the returns expected.

(Signed) *John B. Williams*"



KWKH DAYTIME BMB MAP
Study No. 2—Spring 1949

KWKH's daytime BMB circulation is 303,230 families, daytime, in 87 Louisiana, Arkansas and Texas counties. 227,701 or 75.0% of these families are "average daily listeners". (Nighttime BMB Map shows 268,590 families in 112 Louisiana, Arkansas, Texas, New Mexico, Mississippi and Oklahoma counties.)

KWKH

A Shreveport Times Station

50,000 Watts · CBS Radio ·

SHREVEPORT

Texas LOUISIANA Arkansas

The Branham Company
Representatives

Henry Clay, *General Manager*

BROADCASTING

Vol. 42, No. 23 JUNE 9, 1952

FREE PLUGS PROVE FOOL'S GOLD

Radio-TV Undersold

By RUFUS CRATER

MILLIONS of dollars worth of radio and television advertising is going into American homes each year at a cost, to the advertiser, as low as ten cents on the dollar.

This has nothing to do with under-the-counter rate deals. The networks and station don't get even the 10%. The "advertising" in question—and much of it is greatly in question among network and station operators, as well as the public—consists of "free plugs" for products of advertisers other than the sponsor.

Broadly defined, the radio-TV "plug" involves on-the-air mention or display of the name of a company, product, service or person in no way connected with the sponsor. It may be pre-arranged at the behest (and expense) of the beneficiary of the plug, or it may be unsolicited (although not often unrewarded).

The plug, which those who arrange it like to call by a more dignified name, such as "promotion and exploitation adjunct," or plain "publicity," and also sometimes known as "payola," takes many forms.

Most Unpalatable

The one which most often has been found unpalatable and has provoked the most protests involves belabored bandying of plug names in not-too-funny jokes, or for no reason that is apparent, and in the form which leading practitioners of the plug-placement art blame for a widespread notion that all plugs are evil. It is also the form which principally impelled NBC-TV affiliates, at a recent meeting of NBC's Stations Planning and Advisory Committee, to protest against certain plug practices which had crept into network shows, and to ask that something be done [B•T, May 5].

Publicists who place plugs in radio and TV—it is estimated that there are about a dozen firms in the U. S. engaged in this work on a regular basis, but the number is growing—generally make two main points about their work. First, they contend their work in radio and television is precisely parallel with publicity work in the newspaper and magazine fields; second, there are good plugs and bad plugs, the distinction being found in the answer to the question: "Is it in good taste and does it contribute something to the program?"

Among the firms which deal or have dealt regularly in radio-TV publicity, it was said, are those of Bander-Globus & Assoc., Universal Adv. Agency, Walter Kline Assoc., Dick Fischel and Adolph Wenland & Assoc., all in Hollywood, and Steve Hannagan, David Alber, Sol Tepper and Boyne Zussman, in New York.

For Clients Since 1946

Adolph Wenland & Assoc. has been getting free radio plugs for clients' products since early 1946 and declares that with television, giveaways are on the increase, rather than on the decline.

Considered the country's No. 1 giveaway organization, the firm has some 60 national, regional and local clients. The majority of business is handled through mail and telephone. There is a certain amount of control on radio copy. But the purpose is to plug the product.

Dick Fischel & Assoc., Beverly Hills, established five years ago as a public relations and product promotion concern, and Walter Kline Assoc., Los Angeles, in a similar type operation for many years, have extensive lists of national and regional clients.

Although both declined to list clients or reveal their method of operation, it is understood the pay-off for free radio-television plugs are through gifts to writers or those responsible for cooperation.

Bander-Globus & Assoc., in business since last November, also is a big-time giveaway operator. Insert plugs are supplied the commercial announcer, but those familiar with the product usually ad lib, Leonard Globus explained. Firm has 26 national, regional and local product clients. Among them are Pro Tools; Catalina Swim Suits; Dr. West Tooth Brush; McKesson & Robbins; Helbros Watches; Tar Tan Sun Lotion; Grantly Sun Glasses, and Mattel Music Maker Toys.

Universal Adv. Agency, operating for the past six years as a product giveaway company and representing 20 national manufacturers, doesn't "go in for pay-off plugs," according to William R. Reid, president. He said Universal works directly with a sponsor or its advertising agency, program packager or network.

The firm writes its own radio-TV copy which must be adhered to. Accounts include Westinghouse Electric Corp., Longines-Wittnauer Watch, Transworld Airlines, Portland Woolen Mills, Zippo Mfg. Co., Spiegel Mail Order House, Westgate Sun Harbor Corp. (canned tuna), Damarel-Allison Div. of Sunkist; Kyron Foundation; Stromberg-Carlson Co. and others.

The number of advertisers who are or have been engaged in publicizing their products via radio-TV plugs is sizable. Many of them also are regular sponsors. The roster also includes such names as Arthur Murray Dance School, Beacon Wax, Hamilton Watches, Kleenex, Knickerbocker Beer, Coca-Cola, Pepsi-Cola, Eversharp, Lifesavers, Maybelline, Philip Morris, Parker Pens, Roma Wines, Robert Hall Clothes, S.O.S. Scouring Pads, St. Joseph's Aspirin, Studebaker, Van Camp's Pork and Beans, Doeskin Tissues, Benrus Watches, Max Factor Cosmetics, Wilson's Hams, Ry-Krisp and Schick Razors, among others

The cost of a planted plug, it has been estimated, runs approximately 10% of what roughly equiv-

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SPOT COSTS

Down Over Decade, Says NARTSR

COST of spot radio, whether figured on the basis of sets in use or on radio families, has come down substantially during the past decade, according to a study released Thursday by the National Assn. of Radio and TV Station Representatives.

Comparing 1951 with 1941, NARTSR reported spot radio cost-per-thousand-sets dropped 26% in the 10-year period and per-thousand-radio-families dropped 11.9%.

"Radio station costs like everything else have gone up in that period," NARTSR noted. "Union wages, program costs, musicians' salaries, materials, taxes, have climbed just as costs in all other businesses have. But spot radio has stayed relatively low because the audience has increased until 96% of all families have radios.

"And the increase in the number of secondary sets, totaling 57 million in 1951, has been beyond the most optimistic estimates. In automobiles alone there are 23 million of those sets. So radio has become the dreamed of mass medium, the only mass medium."

Rates Rises Noted

Actual increases in rates for various media from 1941 to 1951, disregarding circulation changes, were cited by NARTSR as follows: Magazines, average cost of a black-and-white page in 44 magazines, up 54.5%; morning newspapers, average agate line rate, up 140%; evening newspapers, up 87.3%; Sunday newspapers, up 90.6%; spot radio, Class A time, one hour, was up 12.8%; half-hour, up 13.3%; quarter-hour, up 16.3%; one minute, up 36.1%.

Noting that "all these figures have an academic aspect," NARTSR stated that when circulation increases are taken into consideration, the cost of magazine black-and-white pages, per thousand, are up 18.7%. The milline rate of morning newspapers is up 21.2%; of evening newspapers, up 14.4%; of Sunday newspapers, up 22.7%. Spot radio cost based on sets in use concurrently declined 26% and spot radio cost based on radio families declined 11.9%.

These figures do not agree with those presented to the AAAA by Melvin Brorby of Needham, Louis & Brorby [B•T, April 7]. Mr. Brorby reported last year increases of 7% for magazines and newspapers, 16% for network radio and 22% for spot radio.

"The difference," NARTSR pointed out, "is that Mr. Brorby figured the increased cost per thousand of

(Continued on page 32)

NATIONAL NIELSEN RATINGS
TOP RADIO PROGRAMS

(Total U. S. Area, Including Small-Town, Farm and Urban Homes—and including Telephone and Non-Telephone Homes)
Regular Week April 20-26, 1952

Current Rank	Program	NIELSEN RATING* Current Rating Homes %
EVENING, ONCE-A-WEEK (Average For All Programs)		(5.5)
1	Lux Radio Theatre (CBS)	12.1
2	Arthur Godfrey's Scouts (CBS)	10.3
3	You Bet Your Life (NBC)	10.0
4	Dragnet (NBC)	9.6
5	People Are Funny (CBS)	9.6
6	Amos 'n' Andy (CBS)	9.4
7	Suspense (CBS)	9.4
8	Jack Benny (CBS)	9.0
9	Charlie McCarthy Show (CBS)	8.9
10	Fibber McGee & Molly (NBC)	8.4
EVENING, MULTI-WEEKLY (Average For All Programs)		(3.7)
1	One Man's Family (NBC)	6.2
2	News of the World (NBC)	5.4
3	Beulah (CBS)	5.3
WEEKDAY (Average For All Programs)		(4.4)
1	Ma Perkins (CBS)	7.8
2	Our Gal, Sunday (CBS)	7.8
3	Romance of Helen Trent (CBS)	7.8
4	Big Sister (CBS)	7.5
5	Wendy Warren and the News (CBS)	7.4
6	Arthur Godfrey (Liggett & Myers) (CBS)	7.4
7	Aunt Jenny (CBS)	7.0
8	Guiding Light (CBS)	6.9
9	Perry Mason (CBS)	6.8
10	Second Mrs. Burton (CBS)	6.5
DAY, SUNDAY (Average For All Programs)		(2.2)
1	The Shadow (MBS)	4.5
2	Hollywood Star Playhouse (NBC)	3.4
3	Symphonette (CBS)	3.4
DAY, SATURDAY (Average For All Programs)		(3.7)
1	Grand Central Station (CBS)	6.3
2	Theatre of Today (CBS)	5.8
3	It Happens Every Day (CBS)	5.4

(*) Homes reached during all or any part of the program, except for homes listening only 1 to 5 minutes. For 5-minute programs, Average Audience basis is used.

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BENOIT NAMED
Heads Westinghouse Div.

WESTINGHOUSE Electric Corp. last week named Walter E. Benoit as manager of its Electronics Div. in Baltimore, to which he moved from managership of the company's Air-Arm Div. at Friendship International Airport, between Baltimore and Washington, D. C.

Mr. Benoit

A former vice president and general manager of Westinghouse Radio Stations Inc., Mr. Benoit has been associated with Westinghouse since 1922, when he began as an accountant in the radio department of the Chicopee Falls, Mass., plant.

During Mr. Benoit's managership of WRS Inc., the radio station group built WBZ-AM-FM-TV Boston, a modern radio and television center. During this time the headquarters of the organization, now headed by Joseph E. Baudino, were moved from KYW Philadelphia to its present location in the Commonwealth Bldg., Washington.

CHRISTAL FIRM
Will Represent WJR, WGAR

APPOINTMENT of the Henry I. Christal Co. as national sales representative for WJR Detroit and WGAR Cleveland, effective July 1, was announced last week by John F. Patt, president, Goodwill Stations.

"The plan of Mr. Christal and his associates to devote themselves 100% to the selling of radio broadcasting, and to limit their representation to a very small number of major market stations, sharing the highest ideals and service standards, particularly appealed to us," Mr. Patt said.

For the past 19 years, the stations have been represented by Edward Petry & Co. KMPC Los Angeles will continue to be represented by H-R Representatives Inc., Mr. Patt added.

All three of the Goodwill Stations will continue to maintain their own eastern office, which is under the direction of Gordon Gray, Goodwill vice president. This office is at 665 Fifth Ave., New York.

The Christal firm started operations last Jan. 1 under a policy of devoting its activity exclusively to radio. A former partner in Edward Petry & Co., Mr. Christal resigned from the firm last July [B•T, July 23, 1951] following a series of disagreements.

Among Christal stations are WDAF Kansas City and WHAS Louisville.

The Christal - Petry disagreements led to litigation, with the New York State Court of Appeals deciding that Mr. Petry, as majority stockholder of Edward Petry & Co., had the right to increase the number of directors despite a by-laws limitation of four [B•T, May 2, 1950].

BAB SPOT CLINIC
Features Ryan and Sweeney

SOME 40 sales executives and salesmen from ABC, CBS, NBC and Mutual-WOR New York are expected to attend a special clinic Tuesday devoted solely to radio spot advertising. It will be conducted by BAB in New York.

William B. Ryan and Kevin B. Sweeney, BAB president and vice president, respectively, are scheduled to lead discussions on ways to increase spot billing and to build the effectiveness of spot radio advertising. Theodore C. Streibert, WOR president, will preside as chairman. Future BAB plans to promote radio also will be explained.

Bankart Elected

HENRY R. (REG) BANKART, account executive of Compton Adv., N. Y., has been elected a vice president of the agency. He has been with the agency since December 1945.

Drawn for BROADCASTING • TELECASTING by Dick Wing

"Okay! Okay! Wait 'til the commercial!"

TRANSIT MEET
Follows SCOTUS Stand; Sales Growth Seen

EXPANSION of broadcast service to transit passengers on a national basis is contemplated by Transit Radio Inc., following a meeting of its board of directors last Tuesday, but the development will not be rushed.

Called into a Cincinnati session following the U. S. Supreme Court's decision upholding its service [B•T, June 2], the Transit Radio board decided to proceed carefully, with possibility that broad expansion of the medium would start in late autumn.

After the board session, President R. C. Crisler said many inquiries have been received from stations desiring to affiliate with Transit Radio. In addition, a number of transit operating groups have shown new interest in the service.

After conducting its sales efforts on a moderate basis while litigation pended, Transit Radio's national headquarters prepared last week to set up national advertising representation facilities for all stations.

Local sales efforts were speeded up as advertisers showed renewed interest.

Mass Production Basis

Transit Radio has arranged for mass production of specialized receiving equipment by several manufacturing companies. Worn-out equipment will be replaced in the existing transit service areas. Some used equipment is already available for new installations.

C. L. Thomas, KXOK-FM St. Louis, a TR board member, said the organization "definitely sees a good future." He said all board members are interested in going forward and utilizing the know-how acquired in several years of operation. "We were convinced from the start that we had a sound public service and an effective new advertising medium," he said.

Ben Strouse, WWDC-FM Washington, TR vice president and board member, said the local service has no immediate plans to expand its Washington operation, now serving about 425 of 1,500 Capital Transit Co. vehicles. The transit firm has indicated the service may be extended to all of its vehicles.

Mr. Strouse said the Cincinnati board meeting was "realistic, with many plans studied."

Attending the meeting, besides Messrs. Crisler, Thomas and Strouse, were Elzey Roberts Jr., KXOK-FM St. Louis; Hulbert Taft Jr., WKRC-FM Cincinnati, TR board chairman, and David Gamble, Cincinnati attorney.

A drive was started last week by National Citizens' Committee Against Forced Listening to collect signatures protesting transit programming. Bernard Tassler, managing editor of the *American Federationist*, official AFL monthly magazine, said:

"Although the Supreme Court did not find forced listening to be unconstitutional, it must be borne in mind that there are many evils which are vicious and wrong and cannot be justified, even though one cannot find a prohibition against them in the Constitution. In addition we are going ahead with the drafting of legislation which will put the quietus on this evil innovation."

Mosman Joins Cohen

JOHN E. MOSMAN has joined Harry B. Cohen Adv. Co., New York, in newly-created post of vice president in charge of radio and television. He was formerly with Biow Co., that city, in similar capacity. Jose di Donato, radio-TV director, and Larry Schwab Jr., TV producer-director, will continue in their present positions under Mr. Mosman's supervision in what is described as "a greatly expanded operation."

NETWORKS' TIME SALES

Over $88 Millions for First Quarter

DURING the first quarter of 1952, a total of 175 advertisers purchased $42,600,798 worth of time on the national radio networks, for an average three-month expenditure of $243,433.13, per advertiser according to figures compiled by Publishers Information Bureau.

In the same period—January-March 1952—PIB found that the TV networks were used by 183 advertisers, who purchased a combined total of $45,721,135 worth of TV network time, averaging $249,-796.91 per advertiser. All time cost figures, both radio and TV, are calculated at one-time rates, before volume or frequency discounts.

P&G Number One Client

Procter & Gamble Co. was the number one March client of both radio and TV networks, spending (at gross rates) $1,372,834 for radio network time and $1,212,465 for TV network time during the month. Lists of top ten users of each medium (Table I for Radio, Table II for TV) show six advertisers—P & G, Lever Brothers Co., General Foods Corp., General Mills, Liggett & Myers Tobacco Co. and Colgate-Palmolive-Peet Co. — common to both groups of leaders. Leading advertiser in each PIB product category is shown for radio networks in Table II and for TV networks in Table V. (see page 70).

Time purchases by the various classes of advertisers are shown in Table III (for radio network clients) and Table VI (for TV network clients), with March and January-March 1952 compared for each medium with the month and year-to-date figures for 1951.

More Money for TV

These tables show that in March 1952 advertisers in 17 product classes spent more money for TV network time than for time on the radio networks, and this in spite of the limited scope of the TV net-

(Continued on page 70)

* * *

TABLE I

Top Radio Network Advertisers During March 1952

1. Procter & Gamble Co.	$1,372,834
2. Sterling Drug	631,815
3. Lever Brothers Co.	628,285
4. General Foods Corp.	621,230
5. Miles Labs	567,179
6. General Mills	487,373
7. Liggett & Myers Tobacco Co.	443,574
8. American Home Products Corp.	401,073
9. Philip Morris & Co.	371,952
10. Colgate-Palmolive-Peet Co.	342,413

* * *

TABLE IV

Top TV Network Advertisers During March 1952

1. Procter & Gamble Co.	$1,212,465
2. General Foods Corp.	777,390
3. R. J. Reynolds Tobacco Co.	648,755
4. Colgate-Palmolive-Peet Co.	624,971
5. American Tobacco Co.	450,640
6. Lever Brothers Co.	444,816
7. Liggett & Myers Tobacco Co.	407,690
8. Kellogg Co.	313,185
9. P. Lorillard Co.	310,764
10. General Mills	307,080

TABLE II

Top Radio Network Advertiser in Each Product Group in March 1952

Agriculture, Equip. & Access.	Allis-Chalmers Mfg. Co.	$38,815	Insurance	Prudential Insurance Co. of America	125,902
Apparel, Footwear & Access.	Brown Shoe Co.	17,557	Jewelry, Optical Goods, & Cameras	Longine-Wittnauer Watch Co.	114,780
Automotive, Automotive Access. & Equip.	Electric Auto-Lite Co.	87,460	Office Equip., Stationery, & Writing Supplies	Halls Brothers	65,984
Beer, Wine & Liquor	Falstaff Brewing Corp.	68,296	Political		
Building Materials, Equip. & Fixtures	Johns-Manville Corp.	65,976	Publishing & Media	Time Inc.	52,205
Confectionery & Soft Drinks	Coca-Cola Co.	160,547	Radios, TV Sets, Phonographs, etc.	R C A	73,197
Consumer Services	A T & T Co.	77,234	Retail & Direct Mail	Dr. Hiss Shoe Stores	3,360
Drugs & Remedies	Sterling Drug Co.	584,382	Smoking Materials	Liggett & Myers Tobacco Co.	443,574
Food & Food Products	General Foods Corp.	614,780	Soaps, Cleansers & Polishes	Procter & Gamble Co.	925,015
Gasoline, Lubricants, & Other Fuels	Standard Oil of Indiana	97,503	Toiletries & Toilet Goods	Procter & Gamble Co.	378,519
Horticulture	Ferry-Morse Seed Co.	27,585	Transportation, Travel & Resorts	Assoc. of American Railroads	77,417
Household Equip. & Supplies	Philco Corp.	131,814	Miscellaneous	American Federation of Labor	97,607
Household Furnishings	Armstrong Cork Co.	41,420			
Industrial Materials	U. S. Steel Corp.	121,950			

* * *

TABLE III

Gross Radio Network Time Sales for March and First Quarter 1952, Compared to 1951, by Product Groups

	March 1952	Jan.-March 1952	March 1951	Jan.-March 1951
Agriculture, Equip. & Access.	$74,958	$194,984	$74,575	$192,690
Apparel, Footwear & Access.	34,524	81,334	108,990	360,635
Automotive, Automotive Access. & Equip.	329,930	1,011,085	377,619	1,264,437
Beer, Wine & Liquor	252,570	659,209	329,884	976,248
Building Materials, Equip. & Fixtures	92,274	230,620	134,094	344,321
Confectionery & Soft Drinks	557,025	1,645,521	507,477	1,544,800
Consumer Services	207,759	607,954	342,502	906,953
Drugs & Remedies	1,935,406	5,594,148	2,127,293	6,448,716
Food & Food Products	3,305,369	9,925,948	4,176,012	12,091,189
Gasoline, Lubricants & Other Fuels	492,929	1,414,016	548,614	1,632,955
Horticulture	27,585	38,619	30,105	42,147
Household Equip. & Supplies	326,142	1,007,551	245,582	721,658
Household Furnishings	104,832	311,474	77,775	214,221
Industrial Materials	285,170	704,578	172,068	532,461
Insurance	$290,209	$875,621	$287,555	$769,978
Jewelry, Optical Goods & Cameras	114,780	297,840	100,792	302,376
Office Equip., Stationery & Publishing & Media Writing Supplies	63,783 / 65,984	197,670 / 213,093	8,176 / 88,458	127,655 / 229,914
Political	.....	704	.....	.....
Radios, TV Sets, Phonographs, Musical Instruments, and access.	190,898	418,691	207,068	531,106
Retail Stores & Direct Mail	3,360	5,646	3,152	5,264
Smoking Materials	1,631,607	4,993,210	1,957,952	5,499,520
Soaps, Cleansers & Polishes	1,558,409	4,632,785	1,659,186	4,706,931
Toiletries & Toilet Goods	2,013,407	6,038,991	2,324,457	7,020,813
Transportation, Travel & Resorts	100,117	282,741	121,324	370,798
Miscellaneous	462,366	1,216,765	429,677	1,295,061
Totals	$14,520,393	$42,600,798	$16,440,387	$48,132,847

Source: Publishers Information Bureau.

* * *

TABLE VI

Gross TV Network Time Sales by Product Groups for March and First Quarter 1952, Compared to 1951

	March 1952	Jan.-March 1952	March 1951	Jan.-March 1951
Apparel, Footwear & Access.	$397,182	$1,104,062	$304,819	$705,747
Automotive, Automotive Access. & Equip.	1,357,854	3,848,385	886,670	2,563,854
Beer, Wine & Liquor	573,120	1,677,978	398,107	1,106,092
Building Materials, Equip. & Fixtures	97,356	239,002	1,745	1,745
Confectionery & Soft Drinks	560,201	1,502,517	209,242	599,826
Consumer Services	24,900	64,740	54,865	172,685
Drugs & Remedies	460,442	1,275,089	159,015	375,310
Food & Food Products	3,091,284	8,941,096	2,003,865	5,503,998
Gasoline, Lubricants & Other Fuels	352,940	1,155,978	215,120	610,430
Household Equip. & Supplies	1,019,804	2,767,829	631,532	1,823,344
Household Furnishings	205,845	602,545	325,031	974,816
Industrial Materials	525,379	1,231,690	287,890	869,260
Insurance	27,240	93,190	56,000	145,250
Jewelry, Optical Goods & Cameras	$168,523	$468,930	$216,285	$529,060
Office Equip., Stationery & Writing Supplies	153,540	566,910	19,450	50,040
Political	22,414	68,582	-----	-----
Publishing & Media	80,746	187,041	102,508	148,543
Radios, TV Sets, Phonographs, Musical Instruments & Access.	451,110	1,257,865	452,973	1,327,403
Retail Stores & Direct Mail	86,400	297,350	161,065	563,010
Smoking Materials	2,271,439	6,840,852	1,254,441	3,480,940
Soaps, Cleansers & Polishes	1,663,612	4,910,623	706,383	1,645,603
Toiletries & Toilet Goods	2,015,388	6,042,939	992,921	2,788,924
Miscellaneous	229,254	575,942	145,459	362,768
TOTALS	$15,835,973	$45,721,135	$9,585,386	$26,348,648

Source: Publishers Information Bureau.

CBS RADIO SELLS

$1½ Millions in Business

WHILE its affiliates proceeded with plans for a conference July 1-2 to assess the current radio network crisis [B•T, June 2], CBS Radio last week reported time sales, renewals and replacements representing, on an annual basis, gross billings approximating $1,451,000.

The sales included purchase of five Arthur Godfrey quarter-hours per fortnight—Tuesdays and Thursdays one week, Tuesdays, Thursdays and Fridays the next, 10-10:15 a.m. EDT—by the Frigidaire Division of General Motors, starting Tuesday, and the purchase of *King Arthur Godfrey's Round Table* (Sun., 5-5:30 p.m. EDT) by Holland Furnace Co., of Holland, Mich., for this summer. Holland's sponsorship starts July 13, when Kingan & Co. relinquishes sponsorship of the program for the summer, and extends to Oct. 12, when Kingan returns. Agency for Frigidaire is Foote, Cone & Belding, Chicago; for Holland: Roche, Williams & Cleary, also Chicago.

Toni Co., on behalf of its White Rain and Prom, meanwhile signed for a five-minute strip of *It Happens Every Day*, to be presented at 4-4:05 p.m. Mondays through Fridays starting June 16, in addition to its current Saturday version of the same program. Agency: Foote, Cone & Belding, New York.

Pearson Pharmacal Co. (Ennds chlorophyll tablets and Eye-Gene drops), which will sponsor *Inner Sanctum* on CBS Radio starting June 22 (Sun., 9:30-10 p.m. EDT), also is planning a half-hour dramatic show from Hollywood this fall, exact time to be decided. Harry B. Cohen Adv., New York, is the agency.

Negotiations also were in progress looking toward General Foods' sponsorship of *Bob Trout and the News* at 10-10:05 p.m. EDT on Thursdays, Fridays and Sundays,

(Continued on page 36)

RESEARCH WRANGLE

Nielsen, SAMS Battle

RADIO RESEARCH last week returned to the old slug-fest days of the mid 1940's, when Hooper and the Cooperative Analysis of Broadcasting were battling for supremacy in the program audience measurement field.

This time the battle is in the field of station coverage, in which both Standard Audit & Measurement Services and A. C. Nielsen Co. currently are conducting nationwide surveys, each trying earnestly to win industry support for its method.

A. C. Nielsen, head of his research firm, opened the battle last Monday with a charge that the mail ballot system of collecting coverage data used by Broadcast Measurement Bureau in its two studies and currently by SAMS "shortchanges" radio to an alarming degree (see earlier story, page 81).

Baker Counter-Statement

On Thursday Dr. Kenneth H. Baker, SAMS president, countered with a statement that in 1944 and 1945 BMB considered the personal interview method (which the Nielsen organization is using in its survey) "and discarded it as being unsuitable as a measuring instrument for a national study of station coverage."

The Nielsen blast was released concurrently with distribution of a brochure giving details of the new "Nielsen Coverage Service," first sales move of the new service following an abortive attempt to achieve a merger with SAMS. NBC, with whom the NCS study was worked out, is to date its only subscriber, but Nielsen officials are optimistic about winning widespread station support as well. SAMS subscribers include CBS Radio and some 400 stations.

Noting that the mail ballot technique "involves very serious errors arising from the impossibility of compiling a mailing list that is a true sample of all U. S. homes and the substantial difference in listening habits between families that reply and those which fail to respond," Mr. Nielsen stated that "a third and equally serious error results from the memory loss among respondents."

Family Interviews

He asserted the new NCS project will avoid undervaluation of radio station coverage by use of "personal interviews covering the entire family" and by checking Audimeter reports against interviews in the same households "to measure any shortage that may remain (either for radio or for any specific type of station) so that appropriate adjustment factors may be applied."

Dr. Baker, in his reply, pointed out that the BMB committees which rejected the personal interview method as a proper tool to use in measuring station coverage throughout the land "were composed of representatives of both the buyers and sellers of broadcast advertising. The decision was made after the examination of pertinent experimental and test data assembled and presented to the committees by BMB's director of research, John Churchill, now on the Nielsen executive staff.

"The decision was accepted by a large segment of the broadcasting industry and it generally was agreed that station audiences and station coverage would henceforth be estimated on the basis of returns to a mail ballot. It is hard, therefore, to believe that data from the personal interview will be accepted as 'a vastly improved replacement for BMB.'

"The personal interview is treacherous at best," Dr. Baker declared, stating that when 500 interviewers are used as in the NCS survey "uniformity is next to impossible to attain." In addition, he stated that "memory loss can be just as great in the doorbell situation as it is in ballot-marking, unless the interviewer resorts to prompting and then, of course, the bars are down."

Baker Comments

Admitting that mail ballots do reflect gaps in the respondent's memory, Dr. Baker pointed out that occasional listening to a station shown by the Audimeter but forgotten by the respondent would not be accepted by the buyer as "circulation."

"In the case of the two BMB studies," he reported, "buyers and sellers alike have learned from experience where this type of data is useful and where it must be used with care or be supplemented.

"The buyer is not helped, however, by being furnished data which result from 'doctoring' or 'treating' or 'correcting' what people said. It is hard to understand how the results of personal interviews can be combined with the returns from a mailed ballot, the mixture then seasoned with Audimeter findings and the whole concoction screened through the sieve of a biased program-roster." (About 10% of the NCS reports, those from the most remote areas, will be obtained by mail ballots.)

On Thursday morning Mr. Nielsen explained NCS to a meeting of some 80 station representatives in New York and that afternoon he repeated his explanation to the advertising press, augmenting the material in his brochure. Stations, either AM or TV, he said, are offered NCS on two different bases, a basic and a comprehensive service. The basic service includes reports on weekly audience—separately for day and night—for the total station area and for indivdual NCS areas, comprising individual counties or more than 10,000 population and groups of contiguous smaller counties; frequency of listening—six or seven times a week, three to five times a week, one or two times a week; number and per cent of radio homes and of TV homes in the station area; a map showing the station's coverage level in each NCS area; an NCS area report, and a sales promotion manual.

The comprehensive service includes the entire basic service plus average daily audience and four-week audience figures; audience characteristics of the station's audience by economic level, set ownership and family size, all compared with data for all homes in the station area; out-of-home radio listening or TV viewing. Special reports are also available.

Charges for the Nielsen Coverage Service are maximum hourly station rates, times 12 for radio, times four for TV, less operating allowance of $1,000. Discounts are allowed of 5-15% for prompt purchase, 15% for omission of comprehensive features, 10% for purchase of NCS No. 2 (to be made in either 1953 or 1954) and 5% for subscribers to other Nielsen services. Minimum station charge is $750; maximum is $20,000 for radio, $15,000 for TV.

'Ham' Relays SOS

ONCE-IN-A-LIFETIME opportunity came to "ham" radio operator Ernest Schaufler, WMGM New York engineer, a fortnight ago. "Listening in" on his home-made receiver set, Mr. Schaufler received a coded SOS message from the 10,000-ton tanker *Michael* over the 600-meter band. The tanker, which had collided with an oil barge on the Delaware River, had sent its distress signal in vain. Because of rain and excessive static, no one near the river had received it. Decoding the message—saying tanker was still afloat, but that one man apparently had been lost—he notified authorities and newsmen.

MUTUAL-WOR BLUEPRINT

Is Completed

EXECUTIVE blueprint for the "combined operations" of Mutual radio network and WOR-AM-FM-TV New York under their new General Tire & Rubber Co. ownership was completed Friday. It is to become effective immediately.

The realignment, anticipated since General Tire's acquisition of control of MBS and the WOR properties earlier this year, and generally regarded as forerunner of reorganization of Mutual operations along standard network lines, puts MBS Executive Vice President William H. Fineshriber Jr. in charge of the combined Mutual-WOR radio operations.

Theodore C. Streibert, president of the WOR stations, was not mentioned in the memorandum detailing the changes to Mutual and WOR personnel.

It was understood, however, that he will work directly with MBS President and Board Chairman Thomas F. O'Neil in Thomas S. Lee Enterprises Inc.—General Tire's overall broadcasting properties, including Don Lee and Yankee Networks along with the WOR stations and about 58% stock interest in Mutual—with responsibility for special projects including the TV film syndication operation currently planned.

The combined operations plan was worked out by top-level executives including Mr. O'Neil, Executive Vice President Fineshriber, and J. Glen Taylor, veteran General Tire executive who was named a vice president of Thomas S. Lee Enterprises a few weeks ago [B•T, May 26]. Mr. Taylor has been concentrating on the combination-coordination project.

The memorandum outlining the new Mutual-WOR executive roster was circulated to network and station personnel late Friday, showing assignments as follows:

Mr. Fineshriber to assume charge of Mutual-WOR radio operations.

J. R. Poppele, vice president in charge of engineering for WOR radio and television, will be in charge of engineering for Mutual as well as the WOR stations.

E. M. Johnson, MBS vice president in charge of station relations and engineering, will continue as vice president in charge of station relations for the network.

Julius F. Seebach Jr., WOR-AM-TV vice president in charge of programming, will be in this post for Mutual and for WOR radio.

Harvey Marlow will continue in charge of programming for WOR-TV.

James E. Wallen, secretary and treasurer of Mutual, also will handle account and administrative operations for WOR radio-TV.

Robert A. Schmid, Mutual vice president in charge of advertising, public relations and research, also will be in charge of advertising, research, and public relations for WOR-AM-TV.

Adolf N. Hult continues as vice president in charge of sales for Mutual.

William Crawford continues as sales manager of WOR radio.

R. C. Maddux WOR-AM-TV vice president in charge of sales, will concentrate on WOR-TV sales, assisted by Robert Mayo, WOR-TV sales manager.

'MORALS' INQUIRY

'Drys' Take Offensive as Hearings Begin

BACK into the English lexicon came two pre-World War I words—"hootchie-cootchie" and "shimmy"—as a subcommittee of the House Interstate & Foreign Commerce Committee opened its probe last week into "immoral" radio and TV programs.

The hearings, established by a resolution sponsored by Rep. E. C. Gathings (D-Ark.) [B•T, June 2, March 24, 3, Feb. 11], which were held three mornings, saw a parade of witnesses made up mostly of temperance leaders objecting to beer, wine and liquor advertising and drinking scenes.

The subcommittee, chairmanned by Rep. Oren Harris (D-Ark.), recessed last Thursday after completing the roster of congressional and civic witnesses. Only Rep. Gathings and Rep. Joseph R. Bryson (D-S. C.), adherent of "dry" forces, were Capitol Hill witnesses.

Industry Will Testify

Resumption of the hearings in another week or two is expected to see industry witnesses take the stand to rebut impressions left with the subcommittee that radio-TV programs are replete with licentiousness, horror, crime, drinking and vulgarity.

It is believed that NARTB officials will carry the ball for the industry. Whether representatives of networks or individual stations will appear was not apparent at the week's end. On Friday morning, the TV Code Compliance Committee was scheduled to meet with Rep. Harris and the subcommittee.

Following the industry, the FCC is expected to tell its side of the story. It has already complied with Rep. Harris' request by furnishing the subcommittee with a breakdown of program complaints.

Only specific proposals as to what Congress might do about the level of morality in radio and TV programs were:

(1) Continuance of hearings by the subcommittee to permit objections to be made to programs violating good taste—recommended by Rep. Gathings.

(2) Establishment of a National Citizens Advisory Board to act as a "rallying point" for those concerned with program level. This was recommended by Lloyd Halvorson of the National Grange. This is similar to the proposal of Sen. William Benton (D-Conn.) whose bill (S 1579) is before the Senate Interstate & Foreign Commerce Committee.

All witnesses, as well as subcommittee members, shied away from any suggestion of censorship or legislation. There was some talk of giving the FCC more power to deal with so-called objectional material on the air.

Only witness who cited specific shows in an original statement to the subcommittee was Elizabeth A. Smart of the National Women's Christian Temperance Union.

It was Rep. Gathings who set the tone of the hearings when he described one act of a *You Asked For It* program in which a young woman in a grass skirt did the "hootchie-cootchie" and ended it with a "shimmy" while bending backward with her hands on the floor behind her. In close proximity to her, Rep. Gathings said, was a young man "thinly clad."

In describing the incident, Mr. Gathings held up his hands and demurely wriggled his hips.

Rep. Gathings also alluded to improvements noticeable in TV programs since the TV Code became effective March 1. Necklines are higher, he said, calling attention to Dagmar's more modest exposure. But, he said, he did not think the industry could police itself in the long run. "Competition is keen and great financial stakes are involved," he said.

Other witnesses also expressed satisfaction with improvements in programs since the establishment of the industry's TV Code.

Mr. Gathings' prime objection, however, was to the number of crime shows on the air. He cited Thursday night, when three of the four TV outlets in Washington showed crime shows, while the fourth presented wrestling from Chicago. He also expressed a strong dislike of horror shows. "Long, bony fingers come at you, with deep, mournful music," he intoned.

Impact of such a cumulation of violence, Mr. Gathings emphasized, was on children. He admitted the programs were seen at 10 p.m., but declared that many children and adolescents were still up at that hour.

Statement by Rep. Arthur G. Klein (D-N.Y.) that Mr. Gathings had an alternative to watching such programs: "Don't watch the damn thing at all—turn it off," drew from Mr. Gathings the observation that such a statement was like saying, "Don't buy a TV set."

"Radio and TV are essential to the American home, like the automobile," he said.

Rep. Bryson, although mainly concerned with alcoholic advertising on the air, cited his opposition to programs which depict a "lack of reverence and respect for marital bonds." Some programs, he said, tend to discredit marriage vows, and deal with domestic unhappiness, marriage breakups, even the exchanging of wives. He also expressed the opinion that European films on TV were bad for morals.

Root of programming evils is the concentration of the broadcasting industry in New York City,

(Continued on page 34)

Not All 'Immoral'

ALL was not negative at last week's hearings by the Harris Subcommittee on "immoral" radio and television programs. Favorite programs of subcommittee members and witnesses were named as: Ed Sullivan, Ed Wynn, *The Lone Ranger*, *Gangbusters*, *Treasury Men in Action*, Fred Waring, Herb Shriner.

Herblock in *The Washington Post*

CANDIDATES' COMPLAINTS

FCC to Act

PROMPT action on the complaints of Sens. Robert A. Taft (R-Ohio) and Estes Kefauver (D-Tenn.) that radio-TV networks refused them time equivalent to that given Gen. Dwight D. Eisenhower was promised by the FCC last week. At week's end, the Commission was awaiting comments on the complaints from ABC, CBS and NBC.

Some observers thought the Commission might act this week.

Both Senators Taft and Kefauver held that radio-TV coverage of the General's Abilene speech and subsequent news conference was of a political nature and that they should have similar facilities afforded them in accordance with the mandate of Sec. 315 of the Communications Act. Section 315 provides that if licensees permit the use of their facilities to one candidate, they must provide equal time to all other candidates.

First refusal of time was made by CBS which denied requests for facilities equal to those allotted Gen. Eisenhower by answering that it considered the Abilene address "a news event and not a political speech" and therefore did not feel that the equal-time provision applied.

A similar CBS answer to Sen. Kefauver, who had requested 30 minutes of AM-TV time immediately following the General's talk, prompted Gael Sullivan, Mr. Kefauver's campaign manager, to say, "It is inconceivable how anyone at CBS could be so politically naive as to assume that this is a fact." Mr. Sullivan denounced radio-TV coverage of the General's "first political speech" as "a product of high-priced hucksters . . . dreamed up for the sole purpose of monopolizing" broadcast time for one Republican candidate.

ABC, reportedly asked by Sen. Taft for broadcast time Friday, was understood to have given a negative answer on the grounds that "All we are doing for Gen. Eisenhower is what previously we have done for you and other candidates."

The network pointed out that it had given free AM-TV coverage to the Senator's talk in Detroit Oct. 15, prior to its adopting in January a policy of charging political candidates commercial fees, and noted that Gen. Eisenhower had not had "available to him comparable ABC radio and television time." The network also pointed out that it had not granted the General's request for television time, since it would have required line charges not incurred by its Detroit coverage of the Taft talk.

A request to ABC from Sen. Kefauver was understood to have been answered similarly.

NBC denied time to Sen. Taft earlier in the week on the basis that the General's homecoming was of national interest and could be classified as deserving of legitimate news coverage, and spokesmen explained that NBC coverage of Gen. Eisenhower's activity was only in proportion to that offered other candidates while the General was still overseas. The network further explained that it did not consider Sen. Kefauver, a Democratic candidate, in direct competition with the General for the Republican nomination.

First Political Speech

WQXR New York, station of the *New York Times*, carried its first speech by a political candidate for the Presidential nomination when it broadcast the Abilene speech Wednesday, and acceded to Sen. Taft's request for equivalent air time. The station will broadcast a talk he is scheduled to give before the National Republican Club in New York from 1:30-2 p.m. EDT Thursday.

Radio-TV coverage by major networks and many local stations was almost constant as Gen. Eisenhower progressed through his Pentagon press conference Tuesday, his Abilene speech Wednesday

(Continued on page 36)

IN REVIEW

Program: Gen. Dwight D. Eisenhower's speech at Abilene, Kan., June 4, 7 p.m. EDT; live on ABC Radio, CBS-TV, NBC Radio and TV; delayed broadcast on CBS Radio.

DWIGHT D. EISENHOWER took his first excursion into politicking by television last week under circumstances so technically amateurish that they had a unique charm.

Insofar as appearances were concerned, his speech at Abilene could as well have been the unseasonally rainswept Fourth of July oration doggedly delivered by the local mayor to a drenched and dwindling crowd in any of thousands of small and medium-sized U.S. communities.

As Gen. Eisenhower spoke, Abilene townsfolk scuttled back and forth behind the platform, where the speaker could not see them but the television camera and several million in the audience could.

Applause was listless, for no assembly standing in mud with rain running down its necks can be expected to muster enthusiasm for anything but an end to its discomfort.

An unidentified but loutish functionary stood at the general's side, attempting periodically to pump up audience excitement by wildly clapping his hands.

As for the general, he had, within 24 hours, completed an astonishing transformation. The day before he had worn his immaculate, five-starred uniform to take leave of the Army. At Abilene on television he stood bare-headed in the rain, wearing a nondescript slicker. The poor quality of the rain-blurred picture seemed to have aged him overnight.

The appearances indeed were unprepossessing.

But despite the appearances, the substance of the man came through. Here again it was demonstrated that television shows a man for what he is, no matter what his surroundings.

For all his military background and its pomp and ceremony, Ike seems essentially an unassuming man. He seemed more than ever so at Abilene. He spoke clearly and with purpose. He read unfalteringly. The flat, midwestern voice was without theatrical effects but neither was it monotonic.

Against appalling odds, Ike was impressive. He should wear well on television.

NBC SPOT SALES
Div. Structure Completed

REORGANIZATION of the advertising and promotion division of NBC's National Spot Sales Dept., in progress for the past several months, has been completed, Thomas B. McFadden, department director, announced Thursday.

Two separate advertising and promotion units, one each for radio and television, have been established under the new plan, with Harold W. Shepard, manager of sales development, advertising and promotion for NBC Spot Sales, to direct both units.

Seymour Vall, whose writing-research background includes service with two publishing houses, has joined NBC as manager of the spot radio advertising and promotion unit, while the corresponding position for television has been assigned to the department's Elliott Eakin. Robert T. Howard, formerly associated with WCAP Asbury Park, N. J., and WCHU Charlottesville, Va., will serve as spot radio research supervisor, and the department's Alan Ewald will handle spot TV research.

RED CROSS MEET
CBC Plans World Airing

HUNDREDS of news and actuality programs will originate in 15 languages at the 18th International Red Cross conference at Toronto July 23 - Aug. 9. The Canadian Broadcasting Corp. plans to provide broadcasting facilities for networks and stations throughout the world.

W. John Dunlop, CBC supervisor of institutional broadcasts, will head the radio committee for the conference. Radio co-ordinator will be Richard H. Gluns.

Amateur Notice

WARNING was issued by FCC last week that amateurs seeking extra class ratings must submit sufficient evidence of their holding an amateur license prior to April 1917. This must be in the form of license documents, correspondence or sworn statement. Those who held such license prior to April 1917 and now hold a general class license are not required to take code test or written element in examination for the extra class rating, comparable to advance class, FCC officials explained.

BAB AD DRIVE
Mapped at N. Y. Meet

SPECIAL emphasis on radio coverage by stations and networks was called for in BAB's plans for a national advertising campaign to promote radio [B•T, June 2], developed during a meeting of the BAB advertising committee held in New York Thursday.

Radio advertising, it was noted, will be supplemented with newspaper ads in major cities and space in various trade magazines, according to the committee, named to work out themes and copy and to select media for the pro-radio drive. Under the chairmanship of Louis Hausman, administrative vice president of CBS Radio, the advertising committee is working on the campaign in conjunction with BAB's permanent promotion committee, headed by Donald W. Thornburgh, president of WCAU Philadelphia.

Members attending the Thursday session included Robert A. Schmid, MBS vice president; William McGrath, managing director of WHDH Boston; H. Preston Peters, president of Free & Peters; Winslow Leighton, president of WSNY Schenectady; Edgar Kobak, chairman of the BAB executive committee; William B. Ryan, BAB president, and Messrs. Hausman and Thornburgh.

'FREE' ADS
FTC Clearing Docket

FEDERAL TRADE Commission last week claimed it is "rapidly clearing" its docket of "many 'free goods' cases" since deciding that the word "free" should be banned from advertising claims such as in the Book-of-the-Month case.

FTC said 33 firms have notified it that they have "voluntarily discontinued use of the word . . . in advertising their products." Cases are being settled administratively through correspondence at a minimum of expense, the commission noted, asserting, "This cooperation from advertisers is encouraging. It means they are in accord with the commission's policy. . . . It also means that these cases will not have to be litigated and there will be . . . a saving of time and money."

There had been signs of confusion among agency, advertiser and station circles over the word's use in broadcast and published advertising claims [B•T, May 26].

Togio to L&N

A THIRD new executive, Adolph J. Togio, is to join the new Lennen & Newell agency, it was announced last week (see earlier story, page 80). Mr. Togio, who resigned as vice president of William Esty & Co., New York, is to become vice president, general manager and member of the board of L&N.

RTMA MEET
Sarnoff To Be Honor

FIRST Medal of Honor awarded by Radio-Television Mfrs. Assn. will be presented to Brig. Gen. David Sarnoff, board chairman of RCA, at the 28th annual RTMA convention June 23-26 at the Palmer House, Chicago.

The award goes to Gen. Sarnoff "for his outstanding contributions to the advancement of the radio-television industry."

Presentation will be made during the annual RTMA banquet June 25. The entertainment program will feature Rise Stevens, opera singer, who will appear through courtesy of RCA and NBC.

Set, parts, tube and equipment manufacturers will meet in separate sessions during the four-day industry conference, according to James D. Secrest, RTMA general manager. Divisional membership meetings will be followed by election of officers and directors for the new fiscal year. Past officers and directors of RTMA will be honored at a June 25 dinner with present officers and directors as hosts.

John T. Koehler, chairman of the Renegotiation Board, will speak at the June 25 luncheon on administration of renegotiation legislation as it affects radio and electronic manufacturers. The RTMA Government Relations Section has asked clarification of some problems of renegotiation.

The election involves 17 directors as well as chairmen of the five divisions and executive committees. The board of directors on the final day will elect a chairman, five vice presidents, a treasurer and other association officers. RTMA President Glen McDaniel is not involved in the election process since he is serving a three-year term. Robert C. Sprague is current RTMA board chairman and will preside at the board meeting.

President McDaniel and Leslie F. Muter, RTMA treasurer and co-chairman of the convention committee, will make their reports to the membership at the closing luncheon. Co-chairman of the committee is Charles M. Hofman.

Alford Promoted

ROBERT H. ALFORD, attorney with the Renewal and Transfer Division of FCC's Broadcast Bureau, last week was appointed chief of the Transfer Branch of that division. He succeeds Walter Powell, who earlier had been promoted to division chief. Mr. Alford last week also was promoted from captain to major in the reserve of the Judge Advocate General Corps of the Army. From December 1950 until April this year he was on military leave from FCC to serve on active duty with the Army at Fort Meade, Md. A 1940 graduate of Harvard Law School, Mr. Alford joined the FCC as an attorney in 1945.

OPERATOR RULES

FCC Solicits Comments

PROPOSALS for changes in FCC's transmitter operator requirements, which would eliminate the engineering headaches of a substantial proportion of the country's AM stations and many FM outlets, were issued by the Commission last week.

Requested in petitions filed earlier with the FCC by NARTB [B•T, May 12, Feb. 4], the proposals involve:

(1) Persons holding less than first class radiotelephone operator permits would be allowed to stand regular transmitter watches at AM and FM stations employing non-directional antennas and operating with power of 10 kw or less.

(2) Remote control of the transmitters of such stations would be allowed.

FCC did not specifically propose to make the operator requirement changes requested by NARTB, but the notice of proposed rule-making said the "Commission believes that the information contained in the petition . . . raises questions of sufficient importance as to warrant the institution at this time of rule making proceedings looking toward the possible adoption of amendments to the Commission's rules of the nature discussed in the petition."

If adopted, observers noted, the practical effect of the changes would be to ease the staff and operating cost problems of virtually all local channel stations, a substantial number of daytime-only outlets and many other AM and FM stations.

On First Class Operator

The changes would not permit stations to operate without any first class engineer, however, FCC officials pointed out. They only would relax the requirement for a first-class operator to personally attend a transmitter all the time it is operating, as is necessary now, and would permit remote control operation of certain transmitters.

Inviting comments by Aug. 4, FCC outlined a number of questions to which information pertaining to the proposals is desired. Two of the questions touched on fulfillment of emergency operation under the Conelrad plan (control of electronic radiation to prevent enemy planes from "homing" on broadcast signals).

In a separate action, the Commission waived provisions of its rules and granted special temporary authority to WTIP Charleston, W. Va., to operate its transmitter by remote control. At the same time, WGNC Gastonia, N. C., was granted special authority to operate its transmitter by "remote supervision," that is, by a restricted-permit operator who would be under the supervision of a first-class operator located at the transmitter of WGNC-FM, seven miles distant.

Both special authorizations are reported the first of their kind to be permitted by the Commission with respect to commercial broadcast stations.

WTIP is a 250 w fulltime station on 1240 kc. WGNC is assigned 1450 kc with 250 w fulltime. Both outlets noted operating economies would be possible while WTIP particularly cited the "acute shortage of operating personnel."

In substance, NARTB's proposed amendments to the Commission's operator rules would authorize restricted operators to put a station on and off the air, keep the transmitter log, make external tuning adjustments, make such other minor adjustments as may be required as a result of primary power supply variations and failures and make replacement of only such defective parts as tubes, fuses and other components designed for simple plug-in replacement.

The changes would require each station to employ a first-class man to be responsible for and make all internal tuning adjustments, major repairs and overhauls and all other technical installations or corrections not authorized to be done by a lower class operator.

NARTB originally had asked for the proposed changes to apply to stations of maximum power of 5 kw, but revised its request a fortnight ago to specify 10 kw.

For about a year FCC has permitted stations to operate with less than a first-class operator at the transmitter for up to 120 days under emergency conditions. These temporary authorizations are cleared by FCC field engineering offices.

During World War II the Commission similarly relaxed its transmitter operator requirements but this was terminated in 1946 when the number of engineers available returned to normal.

The Commission in 1948 proposed to revise its operator licensing requirements and held a hearing on the matter, but declined to take positive action on the grounds that insufficient evidence had been presented by broadcasters to support the revision. The proposed revisions at that time would have made operator licenses more nearly match the size of the station.

NARTB's petition explained the proposed changes would involve no degradation of any station and will permit many stations, particularly those smaller stations in less densely-populated areas, to improve and expand their program service.

The petition pointed out the re-

(Continued on page 92)

Sorry, No Regulation

FCC DOESN'T regulate the set repair business. The Commission put out a public notice to that effect last week after it learned in several instances that radio and TV home repair services have advertised such services or their service personnel as being "licensed by FCC." The Commission explained it is "not authorized by law and does not license persons to engage in the business of installing or repairing radio and television home receiving sets."

MAINE RADIO HOMES

96% Density—Census

RADIO ownership in the state of Maine had reached 96% when the 1950 decennial Census was taken, with highest concentration of radio homes reported in the city of South Portland, 99.5%. In the Portland urban area 98% of homes had radios, according to Housing Census figures compiled by the U. S. Census Bureau.

Because of lack of nearby TV service, the percentage of TV homes in April 1950 was low, amounting to 1.2%. Highest concentrations were found in the city of Sanford, 6.5%, and York County, 4.5%. At the time the census was taken, there were fewer than five million sets in the nation whereas ownership now runs over three times that figure.

Urban radio concentration, 97.8% of homes, was compared to 96.2% of urban and rural nonfarm homes, 94.6% of the rural farm homes and 93.9% of rural nonfarm homes.

RADIO AND TELEVISION—1950 U. S. CENSUS OF HOUSING—MAINE

Area	Total Population	Total occupied dwelling units	RADIO				TELEVISION		
			Number reporting	With Radio Number	With Radio Percent	1940 Radio Homes	Number reporting	With TV Number	With TV Percent
The State	913,774	254,443	251,510	241,470	96.0	184,348	250,105	2,965	1.2
Urban and rural nonfarm	791,946	223,630	220,830	212,460	96.2	154,101	219,610	2,730	1.2
Urban	472,000	133,950	132,520	129,550	97.8	80,245	131,795	1,620	1.2
Rural nonfarm	319,946	89,680	88,310	82,910	93.9	73,856	87,815	1,110	1.3
Rural farm	121,828	30,813	30,680	29,010	94.6	30,495	30,495	235	0.8
Urban Places—									
Auburn	23,134	6,889	6,750	6,600	97.8	5,025	6,750	95	1.4
Augusta	20,913	5,586	5,530	5,405	97.7	4,010	5,545	50	0.9
Bangor	31,558	8,482	8,375	8,245	98.4	6,923	8,320	65	0.8
Bath	10,644	3,188	3,055	2,930	95.9	2,514	3,055	15	0.5
Biddeford	20,836	5,823	5,830	5,730	98.3	4,349	5,830	110	1.9
Lewiston	40,974	11,372	11,350	11,170	98.4	8,568	11,350	120	1.1
Portland	77,634	23,108	22,835	22,375	98.0	18,096	22,665	195	0.1
Saco	10,324	2,943	2,840	2,790	98.2	2,055	2,840	75	2.6
Sanford (uninc.)	11,094	3,331	3,330	3,265	98.0	*	3,330	215	6.5
South Portland	21,866	5,987	5,930	5,900	99.5	3,951	5,905	70	1.2
Waterville	18,287	5,053	5,050	4,965	98.3	3,712	5,030	45	0.9
Westbrook	12,284	3,506	3,455	3,390	98.1	2,708	3,440	30	0.9
Counties									
Androscoggin	83,594	23,691	23,575	23,015	97.6	17,657	23,570	255	1.1
Aroostook	96,039	22,524	22,380	21,240	94.9	14,031	21,810	140	0.6
Cumberland	169,201	48,437	47,950	46,900	97.8	34,977	47,695	445	0.9
Franklin	20,682	5,824	5,730	5,280	92.1	4,266	5,720	50	0.9
Hancock	32,105	9,940	9,785	9,190	93.9	7,501	9,760	75	0.8
Kennebec	83,881	22,950	22,740	22,010	96.8	16,464	22,730	200	0.9
Knox	28,121	8,837	8,735	8,270	94.7	6,704	8,730	60	0.7
Lincoln	18,004	5,467	5,390	5,020	93.1	3,859	5,345	50	0.9
Oxford	44,221	12,027	11,920	11,215	94.1	9,047	11,680	65	0.6
Penobscot	108,198	28,336	27,860	26,915	96.6	21,146	27,725	200	0.7
Piscataquis	18,617	5,420	5,355	5,115	95.5	4,156	5,340	30	0.6
Sagadahoc	20,911	6,159	6,040	5,735	95.0	4,558	6,050	25	0.4
Somerset	39,785	11,359	11,120	10,270	92.4	8,279	11,090	60	0.5
Waldo	21,687	6,311	6,220	5,875	94.5	4,547	6,225	35	0.6
Washington	35,187	10,395	10,355	9,685	93.5	7,816	10,330	80	0.8
York	93,541	26,766	26,355	25,735	97.6	19,340	26,305	1,195	4.5

Standard Metropolitan Area figures not available for 1940.

* Not available or not comparable.

SOURCE: Bureau of the Census, Department of Commerce, Washington 25, D. C.

The statistics in this table are extracted from a final report of the 1950 Census of Housing, Series H-A, No. 19, for Maine, which will be available in about six weeks from the Superintendent of Documents, Washington 25, D. C., at 35¢ per copy.

Statistics on distribution of the population in Maine are presented in a final report of the 1950 Census of Population, Series P-A, No. 19, now available from the Superintendent of Documents at 15¢ a copy. Descriptions and maps of "urbanized areas" are presented in this report.

Statistics on characteristics of the population in Maine are presented in a final report of the 1950 Census of Population, Series P-B, No. 19, available from the Superintendent of Documents, at 35¢ a copy. Descriptions of Standard Metropolitan Areas are presented in this report.

A Standard Metropolitan Area is generally described as a county or group of contiguous counties with at least one city of 50,000 or more. In New England, it is defined on a town or city rather than county basis.

An urbanized area contains at least one city of 50,000 or more and includes surrounding closely settled incorporated and unincorporated areas.

NARTB BOARDS

Radio, TV Units Set Meetings This Week

NARTB'S two boards of directors—Radio Board and Television Board—will hold separate meetings this week to take up financial, membership and related problems.

The Television Board meets Monday (today) and Tuesday at The Homestead, Hot Springs, Va. This board last met during the NARTB convention in Chicago March 31-April 2.

The Radio Board meets Thursday-Friday at NARTB headquarters in Washington, first meeting since the two boards met jointly at Bandera, Tex., in mid-February.

Appointment of two board committees was announced last week by President Harold E. Fellows. They will handle arrangements for the 1953 NARTB convention in Los Angeles and problems dealing with association by-laws.

Clair R. McCollough, WGAL Lancaster, Pa., was appointed chairman of the special convention committee. Size of this committee has been expanded to include both board members and broadcasters not now on the board. The group will meet June 24 at the Palmer House, Chicago, to start work on arrangements for the 1953 meeting.

Serving with Chairman McCollough are Hugh Terry, KLZ Denver; Albert D. Johnson, KOY Phoenix; Calvin J. Smith, KFAC Los Angeles; Howard Lane, Marshall Field stations; Henry W. Slavick, WMC Memphis; Jack Harris, KPRC Houston. Mr. Lane is a past chairman of the convention committee.

By-Laws Committee

The by-laws committee, comprising board members, again is headed by A. D. Willard Jr., WGAC Augusta, Ga. Leonard Kapner, WCAE Pittsburgh, was re-appointed. New members are Merrill Lindsay, WSOY Decatur, Ill.; Robert D. Swezey, WDSU New Orleans; Kenneth Carter, WAAM (TV) Baltimore.

NARTB's Radio Board will cope with TV's inroads on listening and the sagging trend in network AM rates. The association's AM Committee at a May 22 meeting [B•T, May 26] adopted a resolution calling for one of the most fundamental research jobs in recent radio history. Richard Allerton, NARTB director of research, will conduct a study of radio station operations to find out why some stations are successful and others are not. Preliminary studies show radio is priced too low in most markets, according to Mr. Allerton.

Paul W. Morency, chairman of the All-Radio Affiliates Committee, will report on work of that group, including an Advertising Research Foundation study of audience measurement services. This study is designed to show the value of each type of measurement service, with weaknesses and limitations delineated. Edgar Kobak, WTWA Thomson, Ga., an NARTB radio director, is president of ARF, which is supported by agencies, advertisers and media.

Both radio and TV groups are scheduled to consider the question of NARTB membership and study results of the new combination dues plan under which discounts are given for stations under common ownership. Both boards will review progress of the "Register and Vote" campaign sponsored jointly with American Heritage Foundation.

Financial problems will be taken up by the boards. The TV Div. of NARTB operates with an autonomous budget aside from the basic $65,000 payment made to the association for overhead. Both radio and TV budgets, approved in February for the fiscal year which started April 1, are on a three-month basis.

A report on the operation of the Television Code will be made to the TV Board by the Television Code Review Board headed by John E. Fetzer, WKZO-TV Kalamazoo. The code body met last Thursday and Friday in Washington (see story page 5).

Both radio and TV directors will be given legislative reviews summing up current Washington developments (see radio-TV probe story page 27).

The radio group will hear reports on work of special committees handling the effort to secure amendment of FCC rules covering transcription identification and relaxing of rules covering first-class operators and remote operation of transmitters (see remote story page 29).

SUN GLASS SPOTS

Station Free Time Asked

PACKET of "spot announcements" for free broadcast has been received by stations from the public information department of Sun Glass Institute, 511 Fifth Ave., New York.

"As a public service the Sun Glass Institute has put together the following brief spot announcements with particular reference to motorists," stations are advised.

Obviously pleased with its public service approach, the Institute adds, "You will be performing a public service by bringing these facts to the attention of thousands who may be gambling with their safety."

It's especially timely to carry the announcement, according to the Institute, "with warm sunny weather upon us." Without being obviously commercial about it, the Institute warns, "Scientists and eye specialists have been warning the public to use care in safeguarding their eyes from too much sun."

Mr. McCOLLOUGH
. . . chairman of special convention committee

RACING NEWS

Radio-TV Not in WU Order

TRANSMISSION of racing news to radio and TV stations will not be affected under provisions of Western Union's proposed tariff revision, which was described last week in a day-and-a-half hearing before FCC Hearing Examiner Fanney N. Litvin.

FCC itself, however, has been studying race broadcasts with respect to their possible use in illegal gambling and has designated for hearing the licenses of 16 stations [B•T, May 26, March 3].

Western Union told the Commission it seeks to further restrict the people it may serve with racing wires to prevent illegal use of the legitimate news information. The new tariff would permit the leasing of such facilities only to radio and TV stations, to press associations and to publications and newspapers having second-class mailing privileges.

In the past, Western Union explained, it has been possible for a certain subscriber to qualify as a "news service" and to order "drops" in pool rooms and other unidentified locations. In such cases, Western Union would not know how the information was being employed, it maintained.

"While transmission over leased wire facilities is by the subscriber and not the telegraph company," Western Union's Walter Semingsen told FCC, "Western Union does not undertake to censor the information transmitted. However, under the existing tariff . . . all lessees must agree that facilities will not be used for any illegal purpose. The company promptly discontinues service if it receives notice from a recognized law enforcement agency that the service is being used contrary to law."

FCC has not been concerned with race information broadcasts as such, but only with respect to the rapidity with which race results are aired and the amount of detail given, i.e., betting odds, track conditions, scratches, and jockey changes.

ANTI-CENSORSHIP

Johnston Urges Media Unity

ERIC JOHNSTON, president, Motion Picture Assn. of America, last week called for all media to present a united front against encroachments of censorship.

The MPAA president warned that when one medium is threatened by censorship, all are threatened.

Mr. Johnston spoke Wednesday before some 130 newspaper editors and motion picture representatives at the *Hartford Times'* Motion Picture Industry Symposium, held at the *Times* Tower atop Talcott Mt. near Hartford. The *Hartford Times* is licensee of WTHT Hartford. Mr. Johnston said:

The screen has been fighting for freedom of expression. Just recently we won a magnificent, though not yet complete, victory in the Supreme Court of the U. S. The Court said that the motion picture is entitled to the free speech and free press guaranties of the Constitution.

In line with this principle, the Supreme Court has cut away some of the shackles of motion picture censorship. We shall keep on fighting until the last knot is slashed, and the screen, as a matter of constitutional right, enjoys the same liberties and freedoms as the press.

Leveling a criticism at newspapers in general, Mr. Johnston reminded his audience that, "Sometimes, I want to tell you, we have felt pretty lonely in our fight for freedom. We haven't always had an awful lot of help. Sometimes even we have found that the press—with its championship belt tight around its middle—has been indifferent to what has happened to the screen.

"I'm confident, though," he added, "that day is just about over. I think the press realizes that when one medium of expression is attacked, it's a knockout punch to them all."

Driving home this point, the MPAA president declared, "It's a knockout punch to us all whenever a state censors a motion picture.

"It's a knockout punch to us all whenever government seeks to censor radio or television.

"It's a knockout punch to us all when a medium of the press—magazines and books—must answer to a congressional inquisition.

"If any one of us sits back and allows these serious threats to freedom of expression to go unchallenged," Mr. Johnston warned, "all of us will be the victims—and the whole structure of our basic liberties will be endangered.

"We should all put on our gloves and get into this fight," he declared.

FTC Cites Firm

HYMAN KATZ and Louis Ginsberg, trading as Penn Upholstering Co., Baltimore, are charged in a Federal Trade Commission complaint with misrepresenting the quality and value of their reupholstering work and the materials they use. Firm is said to have falsely represented its work in radio and TV commercials as well as in other media. Hearing was set for Washington, July 10.

More Samples from the WHO Mailbag

Gentlemen:

I want to express my thanks and appreciation for the last several years of public service that you have given to the general public and also to motoring public in general.

Many times in the past, your news as to the weather and complete road conditions has altered our course of highway travel. My only hope is that in the near future, other states might follow in your path to help in so complete a safety measure. Regular weather reports given out by most stations are not enough to be of much help when over the road truck traffic is depending on positive conditions. You will probably never hear of it, but your station has saved the Trucking Industry many thousands of dollars by its road conditions report.

I, for one, was delayed in a nearby state for two days because of icy highways. Before starting I had tried to contact local police and newspapers for weather conditions and with little success. The report was, colder. I could not reach WHO as we were too far away. If I could have reached your station, I could have altered my route and would not have had any additional mileage. I also made a trip into the snow area of South Dakota last winter on the strength of your station's weather report.

There are more motorists who depend on WHO for their news and road conditions than from any other source. I, for one, am very grateful for having an Iowa station that is interested in the safety of its motoring public.

J. E. McCULLOUGH
McCullough Transfer Co.
Mt. Pleasant, Iowa

Dear Mr. Woods:

Your courtesy in making it possible for some movie scenes to be taken in the WHO studio was greatly appreciated. It was a joy to work with you and members of your staff who cooperated so fine in making arrangements for this filming as well as participating in it.

When the first contact was made with you it was not our intention to spend so much time in your studio. However, it did mean a great deal to the folks from the International Film Foundation as well as for the other participants to be able to take the other sequence of the class also in the studio.

Thanks so much for your help and if we may ever be of assistance to you do not hesitate to call on the Extension Service.

Sincerely yours,
LOUISE M. ROSENFELD
Assistant Director
Cooperative Extension Work
State of Iowa

Gentlemen:

I wish to extend to you the thanks of our community for your announcements for our school and also for the Lions Club. It is a wonderful service. Your coverage is nearly 100% here.

We heard you say how many announcements you made in those few days. Would you mind sending me that number?

Thanks so much.

Yours,
L. R. WELKER
Pres., Murray School Board,
and also Lions Club Member
Murray, Iowa

Dear Sir:

Thank you very much for your wonderful cooperation in scheduling our spot announcements.

It is only through such a program that we can hope to compile the statistics necessary to carry on our work—to find the cause and cure of multiple sclerosis.

Your valued assistance in helping us achieve our aim is sincerely appreciated.

Cordially,
CORNELIUS H. TRAEGER, M.D.
Medical Director
National Multiple Sclerosis Society
New York, N.Y.

Dear Mr. Woods:

We want to thank WHO for the fine cooperation in presenting the Quiz Kids program on Saturday, March 11. We have heard many excellent comments about this program. We hope that it measured up to your professional standards.

The children seemed to enjoy themselves and we felt that they were remarkably poised. All the WHO personnel with whom we worked were most cooperative.

Thank you again for the opportunity that you gave us to show our interest in handicapped children and to demonstrate their ability.

Yours sincerely,
MRS. DOROTHY PHILLIPS
Executive Director
Society for Crippled Children
and Adults, Inc.
Des Moines, Iowa

Gentlemen:

I greatly appreciate your broadcasting the program "The New Frontier." Such programs should be an important factor in the effort to eliminate prejudice. I hope that they may continue.

Yours sincerely,
ERMA X. ANDERSON
Des Moines, Iowa

Topnotch time buyers have told us their work sometimes makes them too "statistical"—sometimes makes them forget that what they're really trying to buy is listeners—confidence—*friends.*

Out here at WHO, we've created millions of friends who know we have earned their confidence. Our mailbags prove it. So do our advertisers' *sales records,* month after month and year after year. . . .

WHO
+ for Iowa PLUS +
Des Moines . . . 50,000 Watts
Col. B. J. Palmer, President
P. A. Loyet, Resident Manager
FREE & PETERS, INC., National Representatives

For Posterity

A RADIO transcription was among memorabilia of 1952 to be included in a sealed metal box placed in the cornerstone of the new $275,000 administration building at the Port of Seattle's Fishermen's Terminal. Transcription so honored was of an interview by W. B. Heil, KOMO Seattle's *The Old Boat Puller*. *The Old Boat Puller* is aired six days weekly and directed at Puget Sound area commercial fishermen.

Spot Costs Down

(Continued from page 23)

magazines and the increased milline rates of newspapers on the basis of circulation without considering readership, but when he came to figure radio costs he introduced a new element—listenership—the parallel to which he did not apply to the print media."

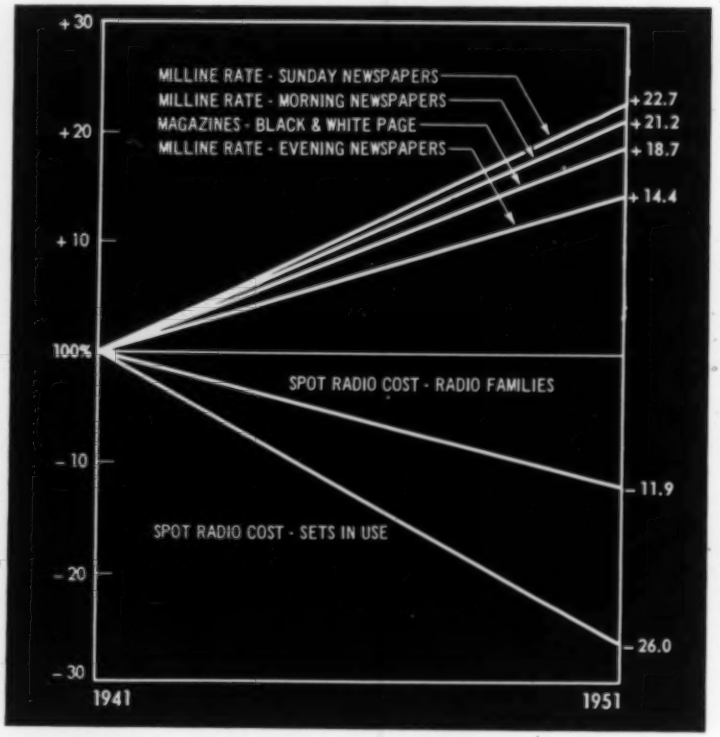
NARTSR commented that while "print media are bought on circulation, with minor after-measurement," broadcast media are purchased on "the circulation equivalent of radio sets and radio homes, plus audience measurement for each quarter-hour, each program, announcement, station break. The measurement beyond circulation in broadcasting is there, even though it is universally admitted that the ratings underestimate the real listening audience."

Secondary set listening, out-of-home listening, portable sets, auto sets, store sets, etc., not covered adequately by ratings, are all pluses for spot radio, NARTSR noted.

The increase in spot radio time sales from $45.7 million in 1941 to $134 million in 1951 enabled station operators to absorb increased operating costs instead of passing all of them along in increased rates, giving advertisers using this medium the benefit of lower unit costs produced by the increased volume of spot business, NARTSR pointed out.

The data in the accompanying charts and tables should make the advertiser "quite happy," NARTSR concluded. "His advertising messages in all media cost less than the per cent increase in significant economic fields, so the advertiser is able to buy his advertising in any one of these three major media at a price that represents in two of them only a fraction of the general increase in commodity and other prices, and in the third (spot radio) at an actual decrease."

CHART I
COST PER M
PER CENT INCREASE OR DECREASE



Source:
Magazines —Magazine Advertising Bureau
Newspapers—Editor and Publisher Year Book 1951
Radio —Statistical Tabulating Company compilation of matched sample 93 stations' rates.
BROADCASTING • TELECASTING Magazine estimate of radio sets and families.

* * *

NFL Suit Delay Seen

THE NATIONAL Football League trial, scheduled for June 16 in Federal Court at Philadelphia, may be postponed a week. The league is charged with violating the Sherman Anti-Trust act by curtailing telecasts and broadcasts of its games. U. S. District Court Judge Allan K. Grim indicated at a pretrial conference with attorneys that the trial date might be delayed because of a civil suit now in its third week in his court.

* * *

TABLE I
SPOT RADIO

	1941	1951	% Change
Class A, Announcement Rate	$16.27	$22.14	+ 36.1(1)
Radio Sets in Use	56,000,000	103,250,000(2)	+ 84.3
Number of Radio Families	29,700,000	45,850,000(2)	+ 54.4
Auto sets in use (3)	8,500,000	20,000,000(2)	+135.2
Estimated sales radio sets 1952		9,000,000	

The 93 stations in the sample were selected by power and location in direct proportion to the total number of stations in the United States. However, more network affiliates are used in compilation proportionately than non-network affiliates.

(1)—Rate increases other Class A time segments; One Hour 12.8%; Half Hour 13.3%; Quarter Hour 16.3%.
(2)—BROADCASTING Yearbook.
(3)—Included in Total Sets in Use.

* * *

TABLE II
MAGAZINES

	No. of Magazines	Circulation	Combined Black and White Page Rate	Cost Per Thousand
1941	45	61,623,500	$154,469	2.51
1951	44	79,658,600	237,324	2.98
Increase Cost Per Thousand				18.7%

Source: Magazine Advertising Bureau.

* * *

TABLE III
NEWSPAPERS

1941	Total Agate Line Rate	Number of Papers	Milline Rate	
Morning	$38,134	377	$2.31	
Evening	90,939	1,480	3.55	
Sunday	69,284	510	2.07	
1951				Increase 1951 over 1941
Morning	82,799	319	2.80	21.2%
Evening	167,452	1,454	4.06	14.4%
Sunday	129,827	543	2.54	22.7%

Source: Editor and Publisher Yearbook 1951.

TABLE IV
Economic Factors Affecting Cost Per Thousand For Advertising Media
Bureau of Labor Statistics

	July 1941	July 1951	Per Cent Increase
Wholesale Price Index (1926 = 100)			
All Commodities	88.8	179.5	102.
Foods	84.7	186.0	119.6
Consumers Price Index—			
All Items	105.3	185.5	76.2
	January 1941	January 1951	
Total Families	35,462,000	44,167,000	24.5
Average Disposable Income Per Family	$2,566	$4,995	94.6

BAN RESOLUTION

Senate Action Unli

ASSURANCES that the resolu banning radio microphones and cameras from open Senate com tee hearings [B•T, May 26] w not be pressed in the Rules C mittee was given last week by Sen Carl Hayden (D-Ariz.).

In a conference with NAR Government Relations Direct Ralph Hardy, the chairman of Senate Rules Committee said doubted whether anything could done on the resolution since ad journment was only a month away

He expressed the belief that more favorable time for considera tion of the resolution might be the new Congress next year. At that time, he said, if the Rules Com mittee decided to give the ban seri ous consideration, the industry would have full and fair hearing.

The resolution has been referred to the Subcommittee on Rules. Members are Sens. Hayden, A. S. Mike Monroney (D-Wyo.) and Margaret Chase Smith (R-Me.)

Sen. McCarran's resolution would ban radio, TV, electrical recording instruments and still photographers from Senate public hearings. It would accomplish this by adding a new rule to the Senate standing rules, providing that no Senate committee could permit radio, TV, recordings or photographs to be made in the room in which the committee meetings were taking place.

RWG STRIKE

May Be at Convention Time

RADIO WRITERS Guild, which has been waiting since its network contracts expired Oct. 1 to settle news writers' grievances, may wait a few weeks longer to call its strike at a time when the networks would be hardest hit: During national political conventions in July, when news writers will be at a premium.

The union, which had voted to strike some weeks ago and had received strike approval from its parent, Authors' League of America, reported last week that a strategy meeting — between its strategy and strike committees— was to be held late in the week. This follows the return of Ira Marion, eastern region vice president, from Hollywood conferences with west coast and central RWG unit representatives. Mr. Marion reported only that his union was trying to arrange "a tight time schedule" before walking out.

Federal mediation, which has continued in spite of the union's vote to strike against NBC, CBS and ABC, has not made much progress in seeking commercial fees for network staff newswriters. Union argues that its members deserve increases, not only because other unions have been granted them, but because more and more staffers are working on new radio documentaries which combine narration and tape recorded segments.

Like onions go with hamburgers

That's how profitable advertising goes with W-I-T-H in Baltimore! And how the local merchants do know it! *W-I-T-H regularly carries the advertising of twice as many of them as any other station in town.*

Here's why: W-I-T-H delivers more listeners-per-dollar than any other radio or TV station in Baltimore. And this BIG audience, at such LOW rates, produces *low-cost results!*

W-I-T-H can do it for you too. Get in on this *natural* combination—low-cost, resultful advertising and W-I-T-H. Your Forjoe man will give you all the details.

IN BALTIMORE **WITH**

TOM TINSLEY, PRESIDENT • REPRESENTED BY FORJOE AND COMPANY

First or Second in

38

Quarter Hours

Between 6 a.m. and 7 p.m.*

WFBR "HOME-GROWN" SHOWS OUTSTANDING IN AUDIENCE AND RESPONSE!

Looking for a place to put your minute spots in Baltimore? Pick the WFBR "home-grown"—outstanding participation shows! For instance:

CLUB 1300

Completely outclasses its field—No. 1 show of its kind!

MELODY BALLROOM

Top-rated disc jockey show in Baltimore!

NELSON BAKER SHOW

1st in its time period!

EVERY WOMAN'S HOUR

Top-rated 30-minute woman's show!

SHOPPIN' FUN

Top locally produced show in its period!

MORNING IN MARYLAND

Misses being tops for 3-hour period by a fraction!

Buy where the top shows are—buy on . . .

*Jan.-Feb. 1952 Pulse Report

WFBR

ABC NETWORK

5000 WATTS IN BALTIMORE, MD.

'Morals' Inquiry Hears 'Drys'

(Continued from page 27)

ABC radio commentator Paul Harvey told the subcommittee. The low level of radio and TV programs is due to the fact that performers, particularly comedians, reflect the "bawdy night life" environment of Broadway and "Manhattan studio audiences," he charged.

As to newscasts, he referred to an "independent" 1944 survey of 38 radio commentators showing that only five could be considered of right wing persuasion and that only one newscast originated west of the Hudson or Potomac Rivers. He declined to discuss individual commentators, but referred to them as "night club and Greenwich Village commentators."

Mr. Harvey, who is on the ABC radio network five days a week (1-1:15 p.m.) and on Sunday nights (10-10:15 p.m.) originating in Chicago, cited *The Thin Man* series which, he said, made him blush even in front of his wife.

"The subtleties and varying degrees of purple humor," Mr. Harvey said, "are rarely sufficient in single cases to inspire a housewife in Colorado to object."

Defends Home Town

Mr. Harvey's references to the pernicious influence of New York roused Rep. Klein to a spirited defense of his native city. Most New Yorkers, he said, were as provincial, as residents of other areas, and were not steeped in, corruption and sex as intimated by Mr. Harvey. Most studio audiences are filled with people from out of town, he said. When Rep. J. Edgar Chenoweth (R-Col.) remarked that New York could not be considered part of America, he drew a heated rejoinder from Rep. Klein.

Strongest objection to beer and wine advertising was presented by Miss Smart. She documented her statement with a review of one afternoon and evening of viewing of WNBW (TV), the NBC station in Washington.

Excerpts of her comments on what she saw follow:

It started out with a rather good play at 4 p.m. . . . but the background of the story is an alleged murder . . . brings in question of mercy deaths. Then at 5:15 the "Gabby Hayes Show," a western—and most westerns deal with scenes of violence . . . followed "Howdy Doody" . . . and then "The Range Busters"—more shooting and more violence. At 6:50 there was an ad for Gunther's Dry Beer . . . "We're having a party—how about you. Yes, you can enjoy glass, after glass, after glass." Note the suggestion to drink to excess . . . "Kukla, Fran & Ollie" followed shortly. Then some very low necklines on the "Willis Conover Show," dropped almost off the shoulders. Dinah Shore and a plunging neckline. At 8:15 a repetition of "Go, Get Gunther." Some cigarette ads. Groucho Marx, in "You Bet Your Life," questioning a young woman who says she's a "skip chaser" (meaning a person who pursues delinquent debtors). He remarks, "A strip-teaser. That's fine. I'm tired of this namby-pamby stuff." At 8:30, "Treasury Men in Action" chasing and unearthing a still. At 9 o'clock some more police action uncovering a jewel robbery. Later on "Private Eye" and kidnapping. Then "Foreign Intrigue," a thriller chase . . ., by Ballentine's. "If you're at your favorite tavern, order up. If you're at home get a bottle out of the refrigerator." The hero, the foreign correspondent, drinks the beer to encourage the audience to do likewise.

Among other programs at which Miss Smart pointed the finger of distaste were Pick Temple's *Cowboy Playhouse*, on WTOP-TV Washington; *Ken Murray Show* on CBS-TV (sponsored by Anheuser-Busch); *Halls of Ivy* on NBC radio (sponsored by Schlitz).

Appearing in behalf of dry forces in addition to Miss Smart, were: Dr. J. Raymond Schmidt, International Order of Good Templars and National Civic League; C. S. Longacre, National Temperance Society; Lloyd Halvorson, National Grange; Bishop Wilbur E. Hammaker, Methodist Church.

In essence, testimony of the "dry" witnesses was reminiscent of the hearings on the Johnson-Case bill held by the Senate Interstate and Foreign Commerce Committee earlier this year [B•T, Feb. 11, 4]. That bill, which would have barred liquor ads from the airwaves, was killed by a 7 to 6 committee vote. Most of the witnesses had appeared before the Senate committee in favor of the bill.

Scheduled as a witness was George Lewis, director of the National Assn. of Gagwriters, but he was not present when called. In a news release about his scheduled appearance, NAG said it was campaigning to raise the standards of humor in the U. S., declared that the probe "will focus attention on the decline of comedians and the need for training grounds for new ones."

Active in questioning of witnesses were Reps. Klein, who seemingly defended the general level of radio-TV programs; Chenoweth, who kept inquiring for details of what witnesses described as objectionable material, and Joseph P. O'Hara (R-Minn.), who questioned whether Congress could constitutionally censor programs. Other members of the seven-man subcommittee are Reps. Homer Thornberry (D-Tex.), Harmar D. Denny Jr. (R-Pa.) and F. Ertel Carlyle (D-N. C.). Mr. Carlyle was absent during last week's sessions.

Reference to the Milton Berle skit of several weeks ago where school children's oath of allegiance to the flag was alleged to have been burlesqued was characterised by Rep. Denny as "destroying the sacredness of American institutions."

In answer to an avowal of irritation by Rep. O'Hara at a large amount of advertising on the air, Rep. Gathings answered that he never felt irritated because he realized that a sponsor was necessary to bring the program into his living room. In fact, he said, he "appreciated" the fact that the sponsor was bringing his favorite programs into his living room.

Rep. Harris appeared perturbed at newspaper reports which implied a burlesque aura to the hearings. He also warned the broadcasting industry to take the hearings seriously.

MRS. JAY D. WHITHAM, chairman Nassau County Chapter Canteen Service, American Red Cross, supervises while George Ball, public affairs director, WHLI-AM-FM Hempstead, L. I. and Paul Godofsky, WHLI president-general manager, mix cake batter. WHLI presented the cake June 1 the chapter's 35th anniversary. In addition, June 5 was WHLI "Blood-For-Korea" Day. More than 14 hours of air-time were to be devoted by WHLI Monday to the blood campaign.

ALBERT D. LASKER

Pioneer Agency Owner Dies

ALBERT D. LASKER, 72, retired head and principal owner of the former Lord & Thomas agency (now Foote, Cone & Belding), and co-founder with his wife of the Albert and Mary Lasker Foundation for Educational Medical Research, died in New York May 30 of cancer.

Mr. Lasker was born May 1, 1880, in Freiburg, Germany, of American parents touring Europe at the time.

In 1898 he went to work for Lord & Thomas at $10 a week. Twelve years later he owned the agency. The period from his first employment to his retirement saw the firm's annual billings rise from $800,000 to $50 million.

Mr. Lasker retired in 1942 when he dissolved the firm and turned the business over to his subordinates, who continued it under the name of Foote, Cone & Belding.

The Lasker Foundation was established in 1943. One of its primary concerns has been cancer research.

Mr. Lasker was married three times. His first wife, Florence Flora Warner, died in 1936. Two years later he married actress Doris Kenyon Sills Hopkins. They were divorced in 1939. His third marriage in 1940 was to Mrs. Mary Woodard Reinhardt, who survives. Other survivors include three children by his first marriage.

Jack Parker Resigns

JACK PARKER, vice president and general manager of Saginaw Broadcasting Co., licensee of WSAM Saginaw, Mich., has resigned, according to Milton Greenebaum, president. Mr. Parker plans to enter the agency field.

When a station is so programmed that the listener is assured of high type, diverting and diversified programming, suitable for the listening of every age and interest, the listener acquires confidence in, and respect for the station.

This confidence is carried over into a confidence in the products and services advertised on the station.

That this confidence rings cash registers is verified by the advertisers on WREC. Won't you ask them?

And, remember, — WREC costs 10.1% less than in 1946, and has the highest Hooper rating in Memphis.

WREC

AFFILIATED WITH CBS, 600 KC, 5000 WATTS

MEMPHIS NO. 1 STATION

REPRESENTED BY THE KATZ AGENCY

CBS Radio Sells $1½ Millions

(Continued from page 25)

probably starting the first week in July, through Foote, Cone & Belding, New York, while Sonotone Corp. was said to be negotiating for a daytime show (perhaps in the *Arthur Godfrey Time* segments open and not taken by Frigidaire). Quaker Oats was reported scheduling a 3:50-4 p.m. EDT show Mondays, Wednesdays and Fridays, commencing in the fall with the exact program to be selected in the meantime, and Chesebrough Mfg. Co. was negotiating for renewal of its *Dr. Christian* show (Wed., 8:30-9 p.m. EDT) for the 16th year.

In the meantime sponsors of the CBS Radio affiliates meeting scheduled in New York July 1-2 reported that in the first week after invitations went out more than half the stations—or approximately 100—had indicated they would participate. With three weeks yet to go before the meeting, they appeared confident that virtually the entire roster of CBS Radio affiliates would be on hand. Officials of about half a dozen stations have indicated they cannot be on hand, owing to other commitments.

The meeting was called to discuss "the current network radio situation," with the dark prospect of another round of network rate reductions expected to draw the limelight. The affiliates will meet privately the first day and then be joined by top CBS and CBS Radio officials on the second. The meeting plan was worked out by affiliates in consultations with network executives, who view the sessions as a constructive method of approaching an admittedly difficult problem.

At least in part, the meeting is an outgrowth of a session of the All-Radio Affiliates Committee held a fortnight ago, when it was said that members would confer individually with executives of their respective networks with regard to the general network situation. When plans for the CBS Radio affiliates meeting were evolved later, AC Chairman Paul W. Morency, WTIC Hartford, reported that he was "glad to see any activity which will study objectively the problems which now confront radio," and added that "I certainly hope that some concrete answers come out of the proposed meeting."

NATIONAL Assn. of Gagwriters has auditioned-taped two comedy shows, *Comedians' Roundtable* and *Gagwriters Exchange*. Format for latter is being offered to local stations tied in with NAG local activities.

Candidates' Complai

(Continued from page 27)

and his Kansas news confer Thursday, with television pro ing, in most instances, immedi reports while radio followed with later and sometimes excer rebroadcasts, spotted among networks' regular programs. S networks, such as NBC which Bob Considine and Frank Bor holtzer, assigned reporters commentators to travel with General.

Television newsreel services kept pace with the Presidenti candidate. Telenews Productio had footage flown from Abilene Kansas City where members of t New York production staff, mov especially for the occasion, co pleted processing to effect i mediate delivery of their film By splicing pieces of kinescope fil together, NBC-TV News Depar ment was able to lead off the *Camel News Caravan* in New Yor with a report of the Abilene spee 15 minutes after the talk.

Meanwhile, the FCC was ponde ing CBS' reply to its letter tw weeks ago which informed the ne work it should provide GOP Pre dential Candidate William Schneider equal time with all oth candidates [AT DEADLINE, June

CBS declared in its reply, re leased last week, that the Commi sion's decision "would curtail dra tically the ability of radio and television broadcasters to inform the electorate concerning the issues of the campaign. The decisio would make it impossible to carr such programs as CBS Radio's *Candidates and Issues* and *Presidential Profiles* and CBS Televi sion's *Presidential Timber* series.

CBS concluded by requesting a hearing before the full Commi sion.

Complained In April

Mr. Schneider had complained to the Commission in April that CBS was not affording him equal time to that given other Presidenti candidates. On April 30, the FC asked CBS for details and on May 14, CBS replied.

One of the points of issue is the fact that although Mr. Schneide entered the preferential primaries in Oregon and New Hampshire CBS rejected his request for time on the ground, among others, that it owned no stations in those states. The FCC in its May 28 letter stated that that made no difference; Mr. Schneider had the right to equal time.

Another point apparently made by CBS was that Mr. Schneider's chances for nomination were pretty meager. To this the FCC said:

". . . neither the statute [Sec. 315 of the Communications Act] nor the Commission's Rules permit compliance with the statutory requirement dependent upon any subjective determination by the station or stations involved with respect to a candidate's practical chances of nomination or election."

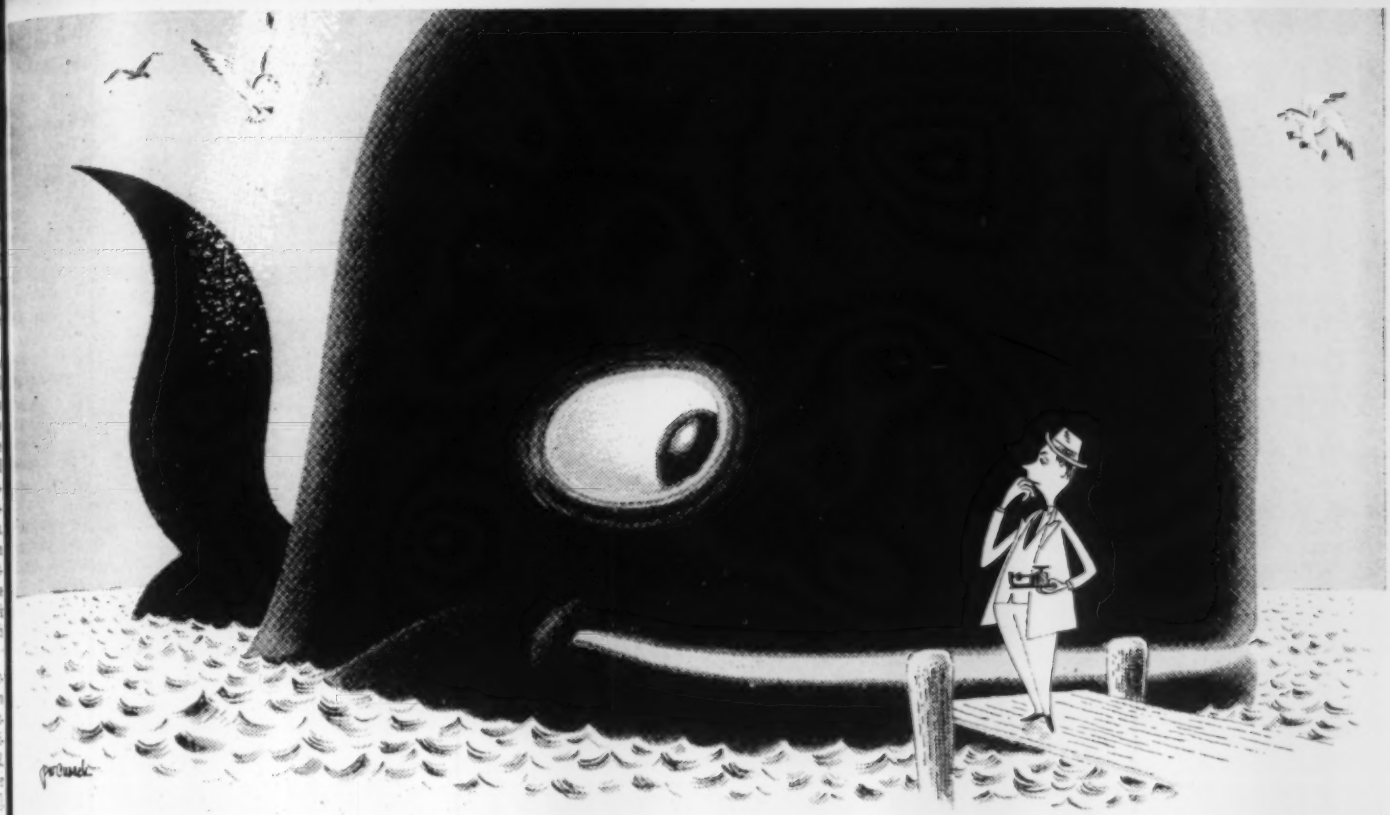
According to an independent survey made by students at North Dakota Agricultural College, *17 out of 18 families within a 90-mile radius of Fargo prefer WDAY to any other station.* 3,969 farm families in the rich Red River Valley were asked, "To what radio station does your family listen most?" 78.6% said WDAY, with the next station getting only 4.4%!

Fargo-Moorhead Hoopers credit WDAY with much the same overwhelming popularity "in town". Despite the fact that the other three major networks are represented with local studios, WDAY consistently gets a 3-to-1 greater Share of Audience than all other Fargo-Moorhead stations combined!

WDAY is one of America's *great radio buys*, serving one of America's *great farm markets*. Write direct or ask Free & Peters for the facts!

WDAY • NBC • 970 KILOCYCLES • 5000 WATTS

FREE & PETERS, INC., Exclusive National Representatives



You can't weigh a whale with a postage scale

You can't accurately measure the size of radio and TV station audiences, either, unless you use a technique fitted to the job at hand, gauging *all* of its dimensions.

Under today's conditions, the research method must be unquestionably equal to the task of measuring the value of a station property. That's the case with NIELSEN COVERAGE SERVICE.

In its method, tailored (via field testing) to the needs of both buyer and seller, NCS doesn't just meet past research standards. It sets new ones. It insures accurate measurement of the major dimensions of radio and TV, blanketing the country with *personal interviews*, supplemented by data from the time-proven AUDIMETER.*

In its reports, NCS will disclose the complete story on *the size of daily, weekly, monthly audiences . . . homes reached per minute . . . out-of-home listening and viewing . . . set ownership . . . family characteristics.* And NCS will provide the first nationwide TV station coverage survey ever made.

For the most thorough, accurate measurement of station audiences at your command, NIELSEN COVERAGE SERVICE is the single answer. Details and price schedules? Special early discounts expire June 15. Contact our nearest office.

*Trademark, A. C. Nielsen Company

NIELSEN COVERAGE SERVICE

A Service of A. C. Nielsen Company

2101 Howard Street, Chicago 45, Ill.
HOllycourt 5-4400

500 Fifth Avenue, New York 36, N. Y.
PEnnsylvania 6-2850

CLEVELAND
WSRS
"The Family Station"
CLEVELAND'S ONLY NEWS STATION ON THE AIR
24 Hours daily 'round the clock
WSRS
WILL BE AT THE REPUBLICAN AND DEMOCRATIC CONVENTIONS
FULL TIME COVERAGE
DIRECT FROM CHICAGO
OVER OUR OWN EXCLUSIVE FACILITIES
WSRS
LOCAL NEWS EVERY SIXTY MINUTES ON THE HALF HOUR 'ROUND THE CLOCK
On the air 24 hours daily
"The Family Station"
WSRS
CLEVELAND
NAT'L REP. FORJOE & CO.

upcoming

June 9-10: NARTB TV Board, The Homestead, Hot Springs, Va.

June 12-13: NARTB Radio Board, NARTB hdqrs., Washington.

June 13-14: Maryland-D. C. Radio-TV Broadcasters Assn. spring meeting, Hotel Stephen Decatur, Ocean City, Md.

June 16: BAB Sales Clinic, Philadelphia.

June 16-17: American Marketing Assn., conference, Netherland Plaza Hotel, Cincinnati.

June 16-18: National Assn. Radio Farm Directors, spring meeting, Raleigh Hotel, Washington.

June 16-19: National Advertising Agency Network, annual management conference, Skytop Lodge, Skytop, Pa.

June 18: BAB Sales Clinic, Baltimore.

June 18-20: FTC hearing on proposed radio-TV trade practice rules, Federal rules, Federal Trade Commission Bldg., 6th & Pennsylvania Ave., N. W., Washington.

June 19: BAB Sales Clinic, Washington.

June 19-20: North Carolina Assn. of Broadcasters convention, Nags Head, N. C.

June 20: BAB Sales Clinic, Richmond, Va.

June 20-21: Communications Institute, Bowling Green State U., Bowling Green, Ohio.

June 22-26: Advertising Assn. of the West, annual convention, Olympic Hotel, Seattle.

June 23-26: RTMA annual convention, Palmer House, Chicago.

June 29-July 2: National Industrial Advertisers Assn., annual conference, Palmer House, Chicago.

June 30: BAB Sales Clinic, Syracuse.

July 1: BAB Sales Clinic, Buffalo.

July 1: FCC to commence TV application processing.

July 3: BAB Sales Clinic, Pittsburgh.

July 7: Republican National Convention, International Amphitheatre, Chicago.

July 14: BAB Sales Clinic, Detroit.

July 16: BAB Sales Clinic, Cleveland.

July 18: BAB Sales Clinic, Indianapolis.

July 21: BAB Sales Clinic, Chicago.

July 21: Democratic National Convention, International Amphitheatre, Chicago.

July 23: BAB Sales Clinic, Milwaukee.

July 25: BAB Sales Clinic, Minneapolis.

July 28: BAB Sales Clinic, Denver.

July 30: BAB Sales Clinic, Salt Lake City.

Aug. 15: BAB Sales Clinic, Dallas.

Aug. 18: BAB Sales Clinic, San Antonio.

Aug. 20: BAB Sales Clinic, Houston.

Aug. 22: BAB Sales Clinic, New Orleans.

Aug. 24-25: Arkansas Broadcasters Assn. meeting and sales clinic, Marion Hotel, Little Rock.

Aug. 25: BAB Sales Clinic, Miami.

Aug. 27: BAB Sales Clinic, Winston-Salem.

Sept. 8: BAB Sales Clinic, Cincinnati.

Sept. 10: BAB Sales Clinic, Louisville.

Sept. 12: BAB Sales Clinic, Nashville.

Sept. 15: BAB Sales Clinic, Little Rock.

Sept. 17: BAB Sales Clinic, Birmingham.

Sept. 19: BAB Sales Clinic, Atlanta.

Sept. 20: IRE conference, Iowa section, Roosevelt Hotel, Cedar Rapids.

Sept. 28-Oct. 1: Assn. of National Advertisers fall meeting, Hotel Plaza, New York.

Sept. 29-Oct. 1: National Electronics Conference, eighth annual conference, Sherman Hotel, Chicago.

Oct. 12-15: AAAA, Pacific Council annual convention, Arrowhead Springs Hotel, San Bernardino, Calif.

Oct. 20-23: Financial Public Relations Assn., annual convention, Coronado, Calif.

Oct. 27-29: IRE-RTMA Annual Meeting, Hotel Syracuse, Syracuse, N. Y.

Nov. 9-16: National Radio & Television Week.

Dec. 1-3: National Assn. of Radio News Directors convention, Cleveland.

Dec. 27-29: American Marketing Assn., Conference, Palmer House, Chicago.

CASH TO HEAD

WLW Sales Department

NORMAN CASH has been named as general sales manager of WLW Cincinnati, Harry Mason Smith, vice president of Crosley Broadcasting Corp. sales operation, announced Thursday.

Mr. Cash, former WLW assistant sales manager, joined Crosley from NBC, where he was head of NBC's AM Station Relations Div.

Mr. Smith said the new appointment is a step further in separating the Crosley AM and TV sales operation, of which he is in over-all charge. Dave Partridge continues as manager of the Crosley TV sales department.

WCFL CHANGES

McGeehan Named Sales Mgr.

MARTIN McGEEHAN, former Midwest manager of Liberty Broadcasting System, Chicago, joins WCFL, Chicago Federation of Labor station, as sales manager and manager of the station's White Sox baseball network.

Arthur F. Harre, station manager, also has appointed Edward Wiebe as sales promotion manager. He is former partner in Dickson & Wiebe Agency, same city. Fred Herendeen, former account executive at George Hartman Agency, has joined the station as public relations director. New members of the sales staff are Tom Haviland, who headed a Studebaker sales organization, and George Draw, former space salesman.

LEVER CHANGES

Bloomquist, Others Affected

FOUR promotions in Lever Div. (soaps, detergents, and shortening), Lever Bros. Co., N. Y., and an advancement in the company-wide organization were announced last week.

G. Walter Laborie, general promotion manager, becomes sales manager of Lever Div.; J. Harvey Howells, advertising manager of the Jelke Div., was named to same post for Lever; John A. Blum, formerly assistant to the president, becomes merchandise manager, and William H. Harr, budget manager in finance division, was appointed marketing service manager.

Howard Bloomquist, advertising brand manager, was appointed general manager of the promotion division for the overall Lever organization.

WELDON & CARR

Three More J

THREE more engineers last w joined Weldon & Carr, consulti radio and TV engineers, in Wa ington, D. C.

Mr. Gilbert

Named la Monday as as ciate director Weldon & Carr John D. Gilbe who on May 1 left his positio as manager CBS technic operations, chie engineer WCBS-AM-FM New York and of the CBS inte national stations at Brentwood L. I., and Wayne, N. J.

After attending the U. of Minnesota, Mr. Gilbert joined CBS in 1929 and in 1938 was appointed a supervisor in the technical operations division. In World War II he was an officer and project engineer in the Navy Dept. Bureau of Ships, Washington, returning to CBS after the war to become assistant manager of technical operations in 1947 and manager in 1951.

Others Joining

Joining Weldon & Carr as antenna laboratory division chief engineer is David F. Bowman, who attended the U. of Cincinnati and received his B.E.E. degree from Ohio State U. in 1942.

Mr. Bowman

During World War II Mr. Bowman worked at Hazeltine Electronics Corp. laboratories in development of antennas, R. F. components and special test equipment for the government I.F.F. program. In 1946 he joined Airborne Instruments Lab. Inc. and from 1947 assisted in supervising the antenna research and development section.

Heading up the Weldon & Carr TV group will be John H. McMahon, formerly chief engineer of KSTP-AM-FM-TV St. Paul, Minn. He will join the firm June 15.

Mr. McMahon

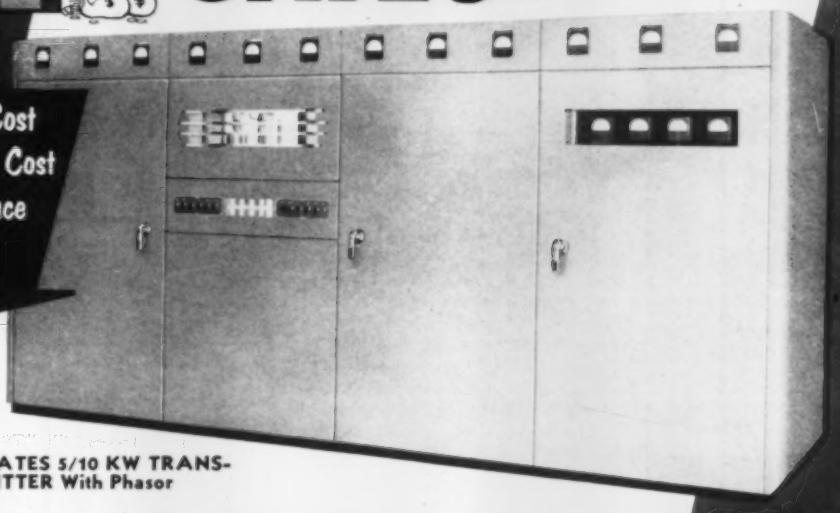
A U. of Minnesota graduate with a B.E.E. degree, he started his career at KSTP in 1939. During World War II he was a project engineer on government war contracts with Airborne Instruments Lab., returning afterward to KSTP as assistant chief engineer and becoming chief engineer in 1948.

Homer A. Ray Jr., formerly of Gautney & Ray, Washington, joined Weldon & Carr May 19 [B•T, May 26].

SLASH COSTS... INCREASE PROFITS!

GATES 5KW and 10KW AM TRANSMITTERS

- Lower Initial Cost
- Lower Operating Cost
- Proven Performance
- MORE BONUS FEATURES



GATES 5/10 KW TRANSMITTER With Phasor

Here's good news, indeed, for performance conscious broadcasters who want quality equipment and who appreciate the many bonus advantages this better engineered broadcast transmitter offers.

Check These Features

1. Popular new 3X2500F3 tubes used both as power amplifiers and modulators. As modulators, these low impedance tubes provide lower distortion—higher broadcast fidelity. They operate at lower plate voltages, provide greater safety factor and better circuit economy.
2. More effective and efficient cooling system employs a single .44 H. P. blower motor instead of usual three 1/3 H. P.
3. Separate meters provided for each program input circuit. No multimetering employed.
4. Sixty second or less accessibility to any part regardless of location.
5. No saving at sacrifice of quality. All transformers fully sized, abundance of circuit protection, including two overload relays and five magnetic circuit breakers plus average two cycle frequency stability.
6. Handsome appearance — modern design, easy accessibility.
7. Lower primary power consumption (15% KW at average modulation). One broadcaster reported annual savings of $100.00 monthly in power bill after replacing older 5 KW with new GATES BC-5B.

SPECIFICATIONS

- 5 R. F. stages with 3X2500F3 power amplifiers.
- 4 audio stages with pair 3X2500F3 Class B modulators.
- Inverse feedback employed but will meet full F. C. C. requirements when omitted.
- Response 30–10,000 cycles 1.5 Db. Noise consistently way below 60 Db. at 100% modulation.
- Average distortion 2½% or less at 50 and 7500 cycles.
- Power consumption at average modulation only 15.5 KW at 5 KW or 23 KW at 10 KW, carrier power.

Join GATES equipped broadcasters everywhere who are slashing labor and operating costs, increasing quality of broadcasts and building profits. Write today for descriptive literature and engineering data on these modern GATES 5/10 KW Transmitters. See for yourself why there is no wiser nor more profitable investment in broadcast transmitters than in GATES!

GATES

GATES RADIO COMPANY, QUINCY, ILLINOIS, U.S.A.

MANUFACTURING ENGINEERS SINCE 1922

2700 Polk Avenue, Houston, Texas • Warner Building, Washington, D. C. • International Division, 13 E. 40th St., New York City
Canadian Marconi Company, Montreal, Quebec

READY NOW!

Facts . . Figures . . Maps

COMPLETE REFERENCE folder on

The Golden Triangle

KWFC HOT SPRINGS Ark.

A RICH Growing MARKET

KCMC (AM-FM) KAMD CAMDEN, Ark.

TEXARKANA Ark., Tex.

Served by

THE ARKTEX STATIONS

KCMC (AM-FM) Texarkana, Ark.-Tex.

KAMD Camden, Ark.

KWFC Hot Springs, Ark.

Get the facts now on this great SOUTHWESTERN MARKET

Here are 571,000 people with 160,200 radio homes and an effective buying income of over $420 millions* Industrial, farm, oil, resort, manufacturing, lumber, military ordnance — a big market you should reach!

*From Sales Management

ONE ORDER
ONE CLEARANCE
ONE BILLING

(Sold Singly or in Groups)

For details write to:

FRANK O. MYERS, Gen. Mgr.
THE ARKTEX STATIONS
Gazette Bldg., Texarkana, Ark.-Tex.

ARF BY-LAWS

Kobak Forecasts Changes

EDGAR KOBAK, president of the reconstituted Advertising Research Foundation, reported last week that recommendations will be advanced "fairly soon for certain important changes" in the ARF by-laws, including expansion of the board of directors.

Pointing out that media members are now eligible as ARF subscribers along with agencies and advertisers, as a result of the recent realignment, Mr. Kobak asserted:

"We find that with the steadily mounting interest of media in the foundation, we must enlarge media representation on the board to take care of the various important segments in the media field. At the same time it will be necessary to add directors from our advertiser and agency subscribers."

The foundation now has 136 subscribers—59 agencies, 48 advertisers, 27 media concerns, and the two founder subscribers: Assn. of National Advertisers and American Assn. of Advertising Agencies.

One of the early projects in prospect for ARF is an evaluation of the various radio and television rating services and their respective techniques in an attempt to clarify long-standing confusion in this field. BAB has earmarked $15,000 as radio's contribution toward the $25,000 which ARF has estimated such a study would cost, and it is expected that the television division of NARTB will be asked to put up the rest [B•T, June 2, May 26].

Expansion Plans

Plans for enlargement of ARF board were reported by Mr. Kobak in the first issue of a "News Letter" for subscribers. He also reported that "right now we're working on the task of enlarging committees and strengthening them, and we'd welcome volunteers for committee work."

Additionally, he disclosed a proposed "statement of policy" which defined ARF's objectives as being "to further scientific practices and promote greater effectiveness in advertising and marketing through objective and impartial research." Five ARF facilities for attainment of the goals were listed as follows:

"(1) Supervision of the conduct of research studies that are of general interest to subscribers; (2) review and appraisal of media research reports for the exclusive benefit of subscribers; (3) general advisory opinions and consultation, on a confidential basis, to media to assist them prior to their making media studies; (4) supervision in complete detail and impartial validation of media studies, as ARF has been doing for 15 years; (5) other functions which will further scientific practices in advertising and marketing by fostering research."

FARM DIRECTORS

Plan Washington Meeting

FIFTH annual radio farm directors' meeting will be held June 16-17 at the Dept. of Agriculture headquarters auditorium in Washington, with farm organizations and the National Assn. of Radio Farm Directors cooperating.

The opening day's meeting will include a discussion session with Secretary of Agriculture Charles F. Brannan. A feature titled "Filling the Fifth Plate" will be supervised by Gus Geissler, administrator, Production & Marketing Administration; Byron Shaw, administrator, Agricultural Research Administration, and O. V. Wells, chief, Bureau of Agricultural Economics.

Monday afternoon's agenda features a meeting with members of Senate and House Agriculture Committees.

Progress report on Point Four developments will be made Tuesday by Stanley Andrews, administrator, Technical Cooperation Administration, Dept. of State. Maynard Speece, of the Radio & Television Service, Dept. of Agriculture, will conduct a TV session, to be followed by a discussion on informational services.

NARTB VOTE DRIVE

State Committees Nam

COMMITTEES to cooperate w NARTB's Register and Vote ca paign have been named by four 38 state broadcasters associatio according to NARTB Presid Harold E. Fellows. The nation drive is being sponsored jointly NARTB and American Heritag Foundation.

Committee members follow:

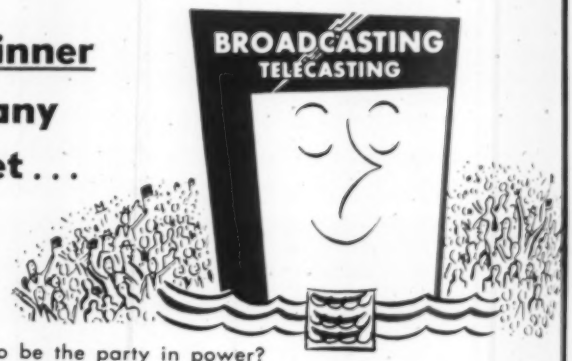
ARKANSAS—Storm Whaley, KUI Siloam Springs, chairman; Ted Woo KOSE Osceola; Melvin Spann, WW Stuttgart; James P. Walker, KFP Fort Smith, and J. M. Moore, KY Arkadelphia.

INDIANA—O. E. Richardson, WAS Lafayette, chairman; Dan Park, WIB Indianapolis; Dee Coe, WWCA Gar Ed Thoms, WKJG Fort Wayne, an Joe Higgins, WTHI Terre Haute.

NEW JERSEY—Paul Alger, WSN Bridgeton, chairman; Fred Weber WFPG Atlantic City; Fred Bernstein WTTM Trenton; Harry Goodwin, WNJ Newark; Bob Williams, WCTC Ne Brunswick, and Gordon Giffen, WKD Camden.

UTAH—S. John Schile, KUTA Sa Lake City, chairman; Lennox Murdoc KSL-TV Salt Lake City; George Hat KLO Ogden; Reed Bullen, KVN Logan; Wade Ebeling, KBUH Bright City; Art Higbee, KSUB Cedar Cit Frank Peacock, KSVC Richfield; Le Walker, KJAM Vernal; Jack Richard KOAL Price, and Arch Madsen, KOV Provo.

a winner on any ticket . . .



Want to be the party in power?

Take a tip from the last two elections—on trade paper effectiveness, that is.

A leading 50 kw station asked 800 advertisers and agencies: "Which publication would you use if you were in our place trying to reach you?"

A landslide for **BROADCASTING • TELECASTING— by 392%**

Fact Finders Associates of New York, in the first personal interview survey of the radio-TV trade press, asked: "What trade journal brings radio station advertising most effectively to your attention?"

A resounding first for **BROADCASTING • TELECASTING— by 445%**

Whatever your platform for trade paper values—coverage, readership, loyalty, influence, effectiveness—you'll be the party in power on the BROADCASTING ticket.

WJW

CLEVELAND'S *Chief* STATION

presents

THE HOTTEST SELLING QUARTET

IN CLEVELAND RADIO

From left to right:

SOUPY HINES
"THE SOUPY HINES SHOW"

JACK CLIFTON
"CLIFTON'S HOUSE PARTY"

ALAN FREED
"KING OF THE MOON DOG HOUSE PROGRAM"

JANE STEVENS
"THE WOMAN'S PAGE"

For further details, call, write Hal Waddell, Sales Manager

5000 WATTS — **BASIC ABC**

WJW BUILDING — CLEVELAND 15, OHIO

REPRESENTED NATIONALLY BY H-R REPRESENTATIVES, INC.

THE People's Choice* IN PORTLAND OREGON

KILLINGSWORTH-UNION AVENUE DISTRICT

where more than 50,000 Portlanders shop regularly.

Now, more than ever before, the rich, ever-growing Columbian Empire offers a top market for your product and KGW offers the way to greater sales for you through its *proven* public acceptance and *proven* merchandising plan. You want to *buy* where they're listening and KGW offers the largest audience of any Portland station. An area of nearly 12,000 square miles you can cover with this one station! Get this power that produces for your product now.

FURNITURE DEALER

Bob Calef reports, "Aggressive merchandising, loyal friendships among retailers and proven ability to sell makes KGW tops."

Celebrating our 31st Year of Leadership and Community Service

KGW

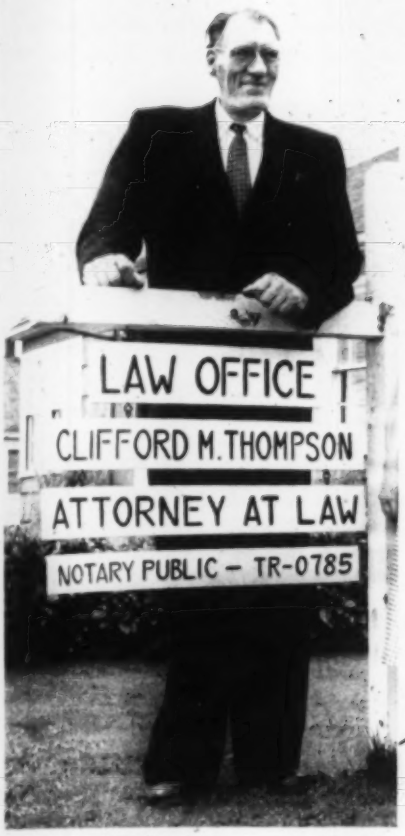
NBC AFFILIATE

PORTLAND, OREGON

BANKER W. B. Gard, manager, Union branch, U. S. National, states, "The voice that sells in the Portland area is KGW. Truly the 'choice' in our area."

REPRESENTED NATIONALLY BY EDWARD PETRY & CO., Inc.

OUTSTANDING CHOICE OF THE RADIO AUDIENCE: KGW!



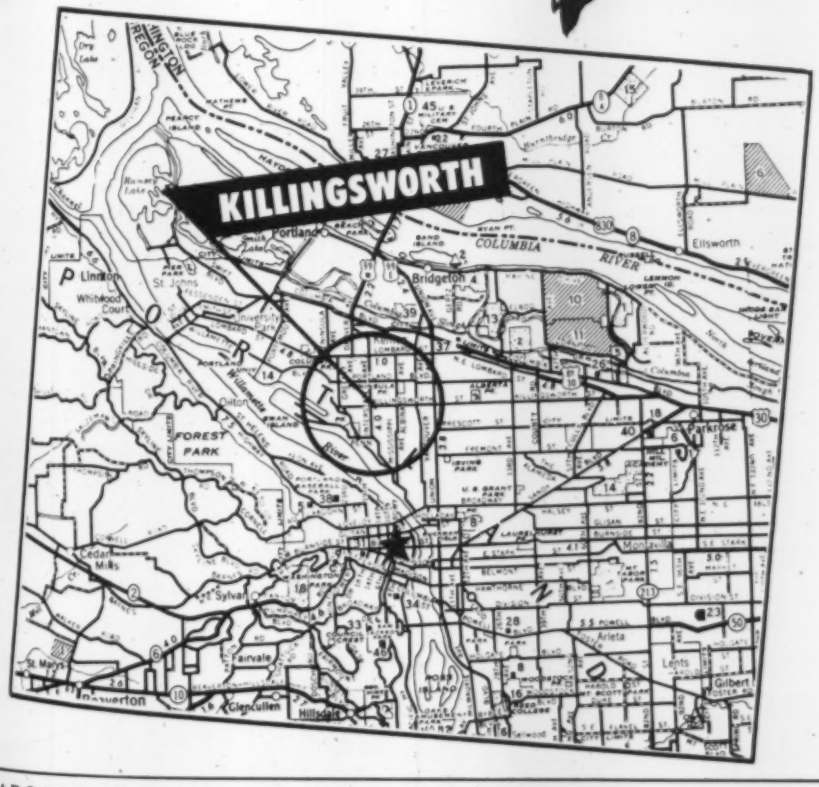
GIANT Clifford Thompson, eight-foot-four, relates, "KGW is the giant of Northwest radio and produces head and shoulders above anyone else."

HOUSEWIFE Mrs. Alice Brown avers, "We're always 'sure' of the products advertised on KGW. It is the community leader that brings us the best."

GROCER H. C. Hamnett says, "KGW's merchandising plan is the best to hit our area in Northwest radio history. Sales boom for KGW-advertised products."

Killingsworth...

Another Portland area solidly "sold" on KGW!



DRUGGIST Don Sloop declares, "KGW is first with news, music and all-around entertainment that makes it the favorite with us. The west's best!"

CAREER GIRL

Arden Stohr, airline hostess, says, "You're flying high with KGW, the station that appeals to everyone and is everyone's choice."

FCC BUDGET

TV Money Rests With Conference Committee

FATE of the $6,708,460 FCC budget for fiscal 1953 rested this week with a joint Senate-House conference committee, following full Senate approval last week of an additional $600,000 for TV application processing.

House last March approved $6,108,460 for FCC operations in the fiscal year beginning July 1, 1952, although the President had asked for $8,075,000. Senate Appropriations Committee recommended an additional $600,000 to take care of an expected heavy workload on TV applications after a spirited plea for more funds for this purpose by Sens. Edwin C. Johnson (D-Col.), chairman of the Senate Interstate & Foreign Commerce Committee, and Homer E. Capehart (R-Ind.), also a member of the Commerce Committee [B•T, June 2, May 26].

Addition of $600,000 to the FCC's appropriation was estimated by Sen. Johnson to permit the hiring of 15 additional examiner teams by the FCC. An examiner team comprises the examiner, trial attorney, engineer and accountant plus stenographic and clerical help.

In testimony before the Senate Subcommittee on Independent Offices appropriations last April, FCC Vice Chairman Rosel H. Hyde warned that even if the Commission received additional funds to hire 20 examiner teams, "we would still not be current in the handling of television applications at the end of 1953." He also estimated that it would take about three months to fill any new positions. Other FCC officials have warned that personnel procurement for government officials was a difficult job, and that it takes about a year before new personnel are experienced enough to entrust with hearing cases.

Date for the joint Senate-House conference has not been set. Senate conferees named were: Democrats—Sens. Burnet R. Maybank (S. C.), Joseph C. O'Mahoney (Wyo.), Kenneth McKellar (Tenn.), Lister Hill (Ala.), Brien McMahon (Conn.), a member of the Commerce Committee; Republicans — Sens. Leverett Saltonstall (Mass.), Styles Bridges (N. H.), Homer Ferguson (Mich.). House conferees named were: Democrats —Reps. Clarence Cannon (Mo.), Albert Thomas (Tex.), Albert Gore (Tenn.), George W. Andrews (Ala.), Sidney R. Yates (Ill.). Republicans—Reps. John Taber (N. Y.), John Phillips (Calif.), Frederic R. Coudert Jr. (N. Y.), Norris Cotton (N. H.).

Included in the Senate approval of the Appropriations Committee's recommendations was the suggestion that the FCC charge fees for processing and licensing of TV stations so that the "cost of processing the application through the hearing and the granting of the license should in some measure be reimbursed to the Government by the beneficiaries of such licenses."

The FCC was called upon to investigate such a system of charges and to report its findings.

In the 1952 Independent Offices Appropriation Act, such a recommendation also had been made for all government regulatory agencies. The FCC submitted a report to Congress stating that it did not consider the establishment of such a fee feasible, nor did it believe sufficient revenues would accrue to make the fee system worthwhile.

Radio Still Dominates THIS RICH MARKET

Radio delivers MORE sets-in-use in the South Bend market than before TV! . . . Hooper Serveys for Oct.-Nov. 1951 compared with Oct.-Nov. 1945 prove it. Morning up 6.8, afternoon up 8.0 and evening up 4.4. Television is still insignificant here because no consistently satisfactory TV signal reaches South Bend. Don't sell this rich market *short*. Wrap it up with WSBT radio.

30 Years on the Air

WSBT
SOUTH BEND

5000 WATTS • 960 KC • CBS

PAUL H. RAYMER COMPANY • NATIONAL REPRESENTATIVE

AFA CONVENTION

Underway in New York

AT LEAST 1,000 advertisers were expected to attend the Advertising Federation of America convention starting in New York's Waldorf-Astoria Hotel yesterday (Sunday), spokesmen reported last week, indicating that advance registration has been "exceptionally good."

Although the four-day meeting is dedicated to "better advertising" —more efficient advertising people's delegates are slated to hear an inventory of television's future, to be delivered by leading agency and broadcasting executives Wednesday morning. Prime topic will be "What the Television Thaw Means" with explanations from the point of view of the network, the agency, the advertiser and the producer. Other speeches Wednesday morning will include an explanation of UHF by Raymond Guy, manager of radio and allocations engineering for NBC.

Irving H. Herriott Jr.

FUNERAL services were conducted in Chicago last Monday for Irving Howard Herriott Jr., 40, district sales manager of Zenith Radio Corp. and son of the company's general counsel. Mr. Herriott died May 29 in Washington on a business trip. He joined Zenith in 1937. Surviving are his wife, Marjorie, a son and a daughter.

HAWAIIAN TOUR

Listeners Invited by WIBW

AN AIRPLANE tour to the Hawaiian Islands open to radio listeners is included in autumn plans of WIBW Topeka, Kan. The tour is to be conducted by Wes Seyler, WIBW farm service director.

Mr. Seyler said that the primary purpose of the tour is to study agriculture and livestock in Hawaii but there will be time to take advantage of the Hawaiian climate. A more leisurely trip is being planned via ocean liner.

Price per person will be based on actual cost, Mr. Seyler said. Reservations may be made for both men and women, subject to prior claims and space limitations.

1ST in Sports

BIG LEAGUE BASEBALL
Exhibition Games
Regular Games
World Series
All-Star

AUTO RACES
Indianapolis Speedway Races
Pan-American Speedway Races

PRIZE FIGHTS
Pabst Blue Ribbon Fights

BIG-TIME FOOTBALL
National Collegiate Games
Southwest Conference Games
Professional Games
Army-Navy
Trinity University
East-West
Blue-Gray
Gator Bowl
All-Star
State High School Championships

HORSE RACING

More big time sports than all other
San Antonio stations combined!

KMAC

25 YEARS OF SERVICE

MUTUAL ON 630
SAN ANTONIO
HOWARD W. DAVIS, Owner

Represented nationally by the GEORGE P. HOLLINGBERY Co.

On All Accounts

(Continued from page 16)

through with production a campaign that will sell the client's products or services.

In its two and a half years, American Advertising has taken new accounts, put them on radio alone, and made them successful. Mr. Lease particularly cites E. Masin furniture, which formerly had used classified ads exclusively, and the Veloz & Yolanda dance studios. The Seattle studio became the top Veloz & Yolanda money-maker on the Pacific Coast in the one year it was Mr. Lease's account, and new studios have since been opened in Tacoma, Bremerton and Portland, all as accounts of American Advertising.

Tony Lease's role as charmer of lonely women results from another account, the Sinus Institute. He created and now voices *Mr. Jet*, a "Lonesome-Gal" type of show for women. Aired Mondays through Fridays at 7:30-7:45 p.m. on KXA Seattle, *Mr. Jet* offers semi-classical music with intimate commentary, to sell sinusitis treatments.

Another successful promotion of American Advertising is *Tune Trail*, aired daily from noon to 2:30 p.m. on KRSC Seattle. The musical quiz show has six participating sponsors.

The agency's ultimate TV objective is to develop a complete production department. Mr. Lease himself serves on direction, production, script and ideas, and currently has two assistants in the agency. He is looking for "triple-threat men" for his staff, to develop, create and sell ideas in television production.

Advertising-wise, Mr. Lease believes in the value of saturation. He seeks to build a personality for the advertiser, then hammer it home with consistency. "You can spend $1,000 in one week, and be forgotten in two," he says.

Although as "Mr. Jet," he has captured many feminine hearts, Anthony Lease in private life is happily married to the former Theo Thill. They have one son, Thill Anthony Lease, born last May 5. Mr. Lease is a member of the Washington State Press Club, and avers his hobby is philosophy.

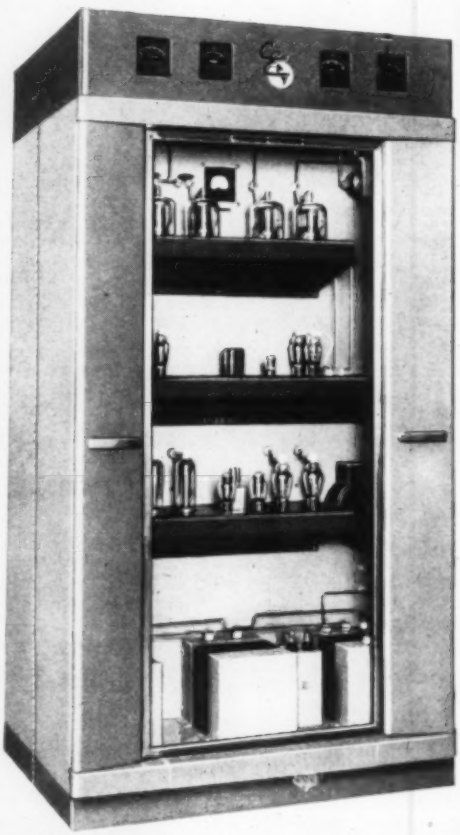
GRID COVERAGE

WMAL Gets Md. Exclusive

EXCLUSIVE radio coverage of the complete 1952 U. of Maryland football schedule by WMAL Washington, was announced last week by Kenneth H. Berkeley, general manager, WMAL-AM-FM-TV.

Jim Gibbons, a local sportscaster, will handle the play-by-play. Maryland opponents include Missouri U., Auburn, Clemson U., Georgia U., the Naval Academy, Louisiana State U., Boston U., Mississippi, and Alabama U. Last season, an undefeated Maryland team trounced Tennessee in the Sugar Bowl game on New Year's Day.

CONTINENTAL AM TRANSMITTERS *Via* Graybar



Type 314-2 1000 watt Continental transmitter — U... pressurized cabinet design guides cool, filtered air to all compon... Variac transformer smooths out power and voltage variations, ... cuts back easily to 500 watts.

Type 312 250 watt Continental transmitter — Low-level mo... lation of linear RF power amplifier provides superior performa... Unit has 14 metering positions.

new **Graybar-distributed units embody these important transmitter features**

1. **Simplified circuit design** — inexpensive tube complement
2. **Easy adjustment** — fewer tuning controls
3. **Unified Transview cabinet** — frameless all-aluminum construction
4. **Ready accessibility** to all components
5. **Electric door locks** with pressure latches — provide maximum safety
6. **Electronic time delay** — automatic filament voltage regulation
7. **New Continental Type 30XT Crystal Oscillators**
8. **Low drive, high-gain amplifier tubes** — require no neutralization
9. **Vacuum tank capacitors** — oversized components

Your near-by Graybar Broadcast Equipment Representative will be glad to give you complete details on either of these new Continental transmitters.

Discuss your other AM, FM, or TV requirements with him, too. You'll find him well-qualified to assist you in every phase of station construction or expansion . . . and modernizations of transmitter and studio facilities. *Graybar Electric Co., Inc. Executive Offices: Graybar Building, New York 17, N. Y.*

EVERYTHING ELECTRICAL TO KEEP YOU ON THE AIR . . . via GraybaR

IN OVER ONE HUNDRED PRINCIPAL CITIES

Advertisement

EVERYTHING ELECTRICAL

To Keep You On The Air

Graybar has everything you need in broadcast equipment . . . PLUS everything for wiring, ventilating, signaling, and lighting your entire station and grounds. Whatever your requirements, call your nearest Graybar Broadcast Equipment Representative.

Graybar's nation-wide network of more than 100 offices and warehouses assures you of convenient service wherever you are. Graybar Broadcast Equipment Representatives are located in the following 19 cities:

ATLANTA
E. W. Stone, Cypress 1751

BOSTON
J. P. Lynch, Kenmore 6-4567

CHICAGO
E. H. Taylor, Canal 6-4100

CINCINNATI
W. H. Hansher, Main 0600

CLEVELAND
A. C. Schwager, Cherry 1-1360

DALLAS
C. C. Ross, Randolph 6454

DETROIT
P. L. Gundy, Temple 1-5500

HOUSTON
R. T. Asbury, Atwood 4571

JACKSONVILLE
W. C. Winfree, Jacksonville 6-7611

KANSAS CITY, MO.
R. B. Uhrig, Baltimore 1644

LOS ANGELES
R. B. Thompson, Angelus 3-7283

MINNEAPOLIS
C. W. Greer, Geneva 1621

NEW YORK
J. J. Connolly, Exeter 2-2000

PHILADELPHIA
J. W. Crockett, Walnut 2-5405

PITTSBURGH
R. F. Grossett, Allegheny 1-4100

RICHMOND
E. C. Toms, Richmond 7-3491

SAN FRANCISCO
K. G. Morrison, Market 1-5131

SEATTLE
D. I. Craig, Mutual 0123

ST. LOUIS
J. P. Lenkerd, Newstead 4700

Broadcasting's Best—Amplifiers • Antennas • Attenuators • Cabinets • Consoles • Loudspeakers and Accessories • Microphones, Stands, and Accessories • Monitors • Recorders and Accessories • Speech Input Equipment • Test Equipment • Towers (Vertical Radiators) • Tower Lighting Equipment • Transmission Line and Accessories • Transmitters, AM and TV • Tubes • Turntables, Reproducers, and Accessories • Wiring Supplies and Devices

. . . **manufactured by**—Altec Lansing • Impex • Blaw-Knox • Bryant • Cannon • Communication Products • Continental Electronics • Crouse-Hinds • Daven • Fairchild • Federal • General Cable • General Electric • General Radio • Hubbell • Hugh Lyons • Karp Metal • Machlett • Meletron • National Electric Products • Presto • Standard Electronics • Triangle • Webster Electric • Western Electric • Weston • Whitney Blake

via GraybaR

AT LITTLE ROCK spring meeting of Region 6, National Assn. of Radio Farm Directors, are (l to r): Seated—John MacDonald, WSM Nashville; George Roesner, KTRH Houston; Jack Jackson, KCMO Kansas City, Mo.; standing—Jack Timmons, KTBS Shreveport, new vice chairman: George Shannon, WWL New Orleans, new chairman; Lloyd Evans, KWTO Springfield, Mo.; John Holmes, KLRA Little Rock; Don Wells, Armand S. Weill Co., Buffalo, N. Y.; Jack Creel, KFYO Lubbock, Tex.; Harold Dedrick and Sandy Sanders, WKY Oklahoma City.

REC-ATS MERGER

Fusion Methods Studied

SPECIAL committees of Radio Executives Club of New York and American Television Society agreed last Tuesday to work out details necessary to effect a merger.

The committees were appointed respectively by I. E. (Chick) Showerman, president of REC, and Julius F. Seebach Jr., president of ATS. The committees said that after careful study they hope to effect the merger within two weeks and "upon terms and conditions satisfactory to both."

ATS committee appointed two weeks previously to act on the merger includes Don McClure, account executive with McCann - Erickson, chairman; Caroline Burke, NBC-TV producer; Jay Bonafield, executive vice president of RKO-Pathe; Glenn Gundell, vice president in charge of advertising, National Dairy Products, and David Hale Halpern, vice president of Owen & Chappell Inc., and past president of ATS.

Members of REC committee are: William S. Hedges, NBC vice president; Robert Saudek, director of TV-Radio Workshop of the Ford Foundation; Warren Jennings, ABC; Elizabeth Black, Joseph Katz Co.; Lewis H. Avery, Avery - Knodel Inc.; John Brooke, Free & Peters, and Norah K. Donovan, attorney and chairman of REC by-laws committee.

Acting as ex-officio members of both committees are Presidents Showerman and Seebach, and Claude Barrere, secretary of REC and ATS.

Crosby Expansion

ENTRY into library transcription activity is to be made by Bing Crosby Enterprises, Culver City, Calif., with the firm's musical and technical radio staff. Some of Mr. Crosby's past CBS Radio programs will be augmented by new material recorded by him to make up a library in addition to the projected *Musical Americana*, a series on jazz performers. The music library service will be available to stations on a lease basis.

NEW Capehart-Farnsworth radio-TV line will be presented at the annual distributor convention in Chicago's Conrad Hilton Hotel Aug. 4-5.

NEW LAW FIRM

Formed By Hand and Myse

FRANK B. HAND Jr. and Daryal A. Myse, both formerly with FCC, announced last week that they have formed a new law firm which will specialize in radio and television matters before the FCC.

In addition to his experience as a practicing attorney before FCC, Mr. Myse has a number of years' experience as a practicing engineer. He was graduated from the Engineering College of the U. of Wisconsin in 1933, and is a registered professional engineer in Wisconsin, Maryland and the District of Columbia. He was admitted to the D. C. bar in 1946. Mr. Hand was admitted to the D. C. bar in 1938. He also has served with the Interstate Commerce Commission. The new firm will be located in the offices of Mr. Hand in Washington's Transportation Bldg.

SHOUSE SPEAKS

To Wilmington Graduates

NO EFFORT to achieve international understanding is wasted, James D. Shouse told 108 graduates of Wilmington (Ohio) College at the 78th annual commencement exercises June 2.

Mr. Shouse is chairman of the board of Crosley Broadcasting Corp., and vice president-director of Avco Mfg. Corp. Crosley Corp. owns WLW WLWT (TV) WLWA (FM) Cincinnati, WINS New York, WLWB (FM) WLWD (TV) Dayton and WLWC (TV) WLWF (FM) Columbus.

Speaking in defense of the United Nations, Mr. Shouse agreed that the UN is not yet wholly effective but asked the graduates what they would suggest in its place.

The alternative to the UN, he said, is anarchy in which all nations engage in an arms race which would end in all nations being swallowed by an imperial state.

DICHTER DICTUM

Products Have Personality

WHAT determines peoples' purchases, according to Dr. Ernest Dichter, psychological consultant, is "one very simple yet gigantic satisfaction—security."

"The search for ideas in selling and advertising therefore is really nothing but a search for a language of communication," Dr. Dichter, president, Institute for Research in Mass Motivations, told a New York luncheon meeting of the American Marketing Assn. He advised that there are three major ways in which the public can be made aware of the "personality" of a product, the factor which promises security: Through empathy, individual style and the effort to be considerate.

The principle of empathy, Dr. Dichter said, is based on the necessity of understanding the language in which people think and talk about a product in terms of their own lives. When advertisers do this, they will realize that a particular personality is associated with their product, which should be enforced—or in negative cases, explained—through advertising.

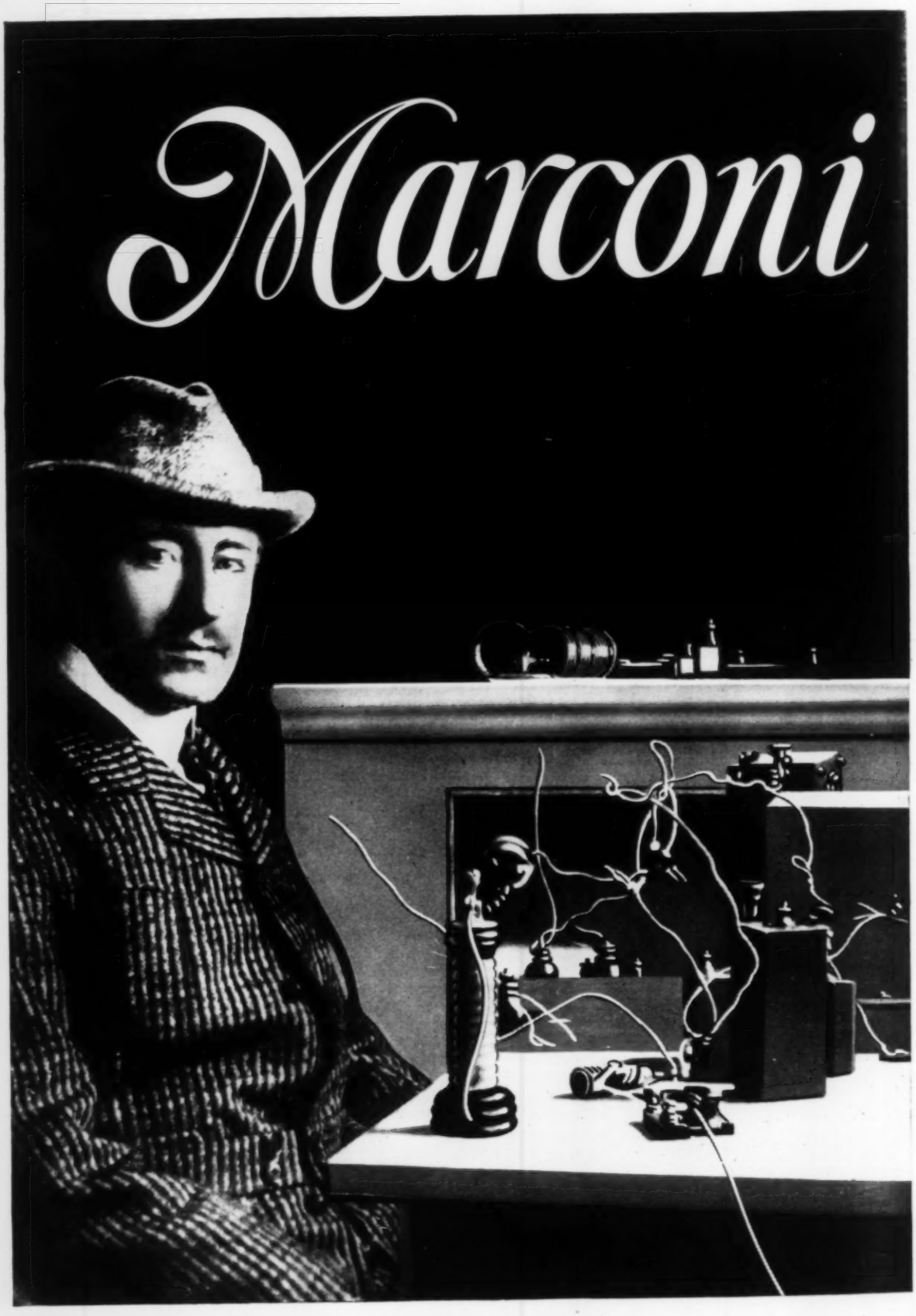
Sometimes advertisers contradict the public's idea of their product, he noted. One study indicated that consumers, contrary to the then-current advertising of Pepsi-Cola, thought of the drink as "very juvenile, aggressive, shirt-sleeved and a joyful kind of beverage," although ad campaigns has presented it as a dignified, sophisticated drink. "Since this personality . . . had very many nice and positive aspects," the company decided to change their advertising to agree with it, thereby implementing their sales, he said.

The second way to appeal to the consumer, he suggested, is through the public desire for "individual style," or preference, need or brand. "People are convinced that someone who has a style of his own is more believable," he said, citing Arthur Godfrey's TV success as "a perfect example."

The CBS-TV performer is thought of as doing exactly what he feels like doing—"something all of us dream about, but that few of us normally achieve" the psychologist said. "If he can be so spontaneous and free that he even goes to the extent of kidding his sponsor," Dr. Dichter said, "then anything he says must be believable and truly his own opinion."

The speaker's third principle is that people do not react to the spoken word and illustration but rather to the intention or effort that has gone into it. An advertiser trying to show considerateness will attract greater attention than the one who says, "Buy my product because my product is better," he advised.

The sooner the advertiser learns to accept the public in the public's own terms, the sooner he will establish forceful sales contact with the consumer, Dr. Dichter said.


Marconi

. . . a name to remember

On March 27, 1899, Marconi astounded a group of friends by sending signals with his system of wireless telegraphy for a distance of 30 miles. News traveled slowly in 1899 and it was many weeks before Marconi's feat was known to the entire world. It is doubtful, even in his wildest dreams, if Marconi could have envisioned the vast use we make of his principles of wireless telegraphy in radio broadcasting today.

Just 25 years ago, the STORER BROADCASTING COMPANY was born in Toledo, Ohio. Its major precept was—and is—that broadcasting in the public interest would be its number one responsibility. During the past quarter century all STORER BROADCASTING stations in the eight markets where they are located have adhered to that principle. For this reason the people who live in those eight markets listen to and believe in STORER BROADCASTING stations. Our number one responsibility has become our greatest asset. That is why advertisers who want results use STORER BROADCASTING COMPANY stations —the stations listeners believe in.

STORER BROADCASTING COMPANY

WSPD, Toledo, O. • **WWVA,** Wheeling, W. Va. • **WMMN,** Fairmont, W. Va. • **WAGA,** Atlanta, Ga.
WGBS, Miami, Fla. • **WJBK,** Detroit, Mich. • **WSAI,** Cincinnati, O.
WSPD-TV, Toledo, O. • **WJBK-TV,** Detroit, Mich. • **WAGA-TV,** Atlanta, Ga. • **KEYL-TV,** San Antonio, Tex.

NATIONAL SALES HEADQUARTERS:
488 Madison Ave., New York 22, ELdorado 5-2455 • 230 N. Michigan Ave., Chicago 1, FRanklin 2-6498

XUM

editorial

One for All; All for One

THE ATMOSPHERE surrounding the calling of the forthcoming meeting of CBS Radio affiliates and executives of the network is one that encourages hope for eventual solution of radio network business problems.

Not the kind of witless hope that depends for realization upon the passing of a miracle nor the even sillier hope that an unsatisfactory situation can rectify itself while all parties to the situation ignore it.

The hope which arises from this occasion is a firmer one.

Quite obviously, the nine operators of CBS Radio affiliates who called the meeting did so with the very realistic awareness that radio network business affairs have reached a state of disorder which cannot be corrected by wishful thinking or any cure short of painstaking diagnosis and patient therapy.

This attitude of realism is at odds with the excitability that has characterized the thinking and behavior of some affiliates in the past. It implies that station management and network management, who not always have worked harmoniously together nor with one another's interests in mind, may now discard old suspicions and jointly seek a solution.

The network crisis of today goes to the very heart of the American radio system. Ten years and more ago when the Independent Radio Network Affiliates was formed to work out problems common to the entire field (AFM contracts, for example), a slogan was coined: "The affiliates are the networks, and the networks are the affiliates."

In those days, networks and their affiliates achieved a unanimity of purpose when confronted by the music crisis.

They should strive for no less unanimity today, for the business crisis now confronting network radio is every bit as severe a threat to radio as was the music difficulty of 1940-41.

It is to be hoped that the July 1-2 conference of CBS Radio affiliates and network executives will bear out the intentions of its sponsors and that the infirmities afflicting network radio will be examined frankly and in detail. Out of such a conference could come the stabilization of U. S. radio.

Sun Spots (Sic)

LATEST SEASONAL attempt to hook a free radio ride comes from the Sun Glass Institute, of New York City.

Stations are being broadsided with a fat brochure of 24 ready-written "spots." An explanatory memo to program directors tells of the "health giving benefits" of the sun, then quickly switches to a note of warning. "Scientists and eye specialists," it says, "have been warning the public to use care in safeguarding the eyes from too much sun."

Here the institute takes the program manager into partnership and offers him an opportunity to do something about this danger. "You will be performing a public service," the memo continues, "by bringing these facts to the attention of thousands who may be gambling with their safety." Typical "spots" follow.

Many station managers "filed" the "opportunity" in the waste basket. At least one sent his rate card to the Sun Glass Institute.

One thing was universal—the burn. But it was from the institute, not from the sun.

FCC Black Magic

FOR a classic portrayal of the Biblical quotation about the left hand not knowing what the right hand doeth, we cite the FCC as Exhibit A.

The FCC is crying poverty. It needs manpower to handle the TV "workload." An important personage—Chairman Edwin C. Johnson—gets his Interstate Commerce Committee to plead for $800,000 more to give the FCC that manpower. The Senate meets it two-thirds of the way by approving $600,000.

Even before Congress had acted, the FCC yields to the mouthings of its lawyers and places on temporary license the stations of several networks because of a wild-swinging, publicity-seeking complaint of the American Civil Liberties Union alleging "blacklisting."

Here, on the one hand, the FCC bemoans its dire financial straits. And on the other, it invents a workload in an area which is none of its business. This artificially stimulated FCC "business" follows the pattern of the late-lamented Richards' Stations hearings; the current ABC-United Paramount proceedings, bringing in extraneous issues that can't conceivably have a bearing on the proposed merger; the abortive "rebroadcast rule" which places the FCC stamp of approval on program piracy, and the still-warm letter to CBS wherein the FCC holds that GOP Presidential aspirant William R. Schneider of St. Louis is entitled to equal opportunities with other Presidential candidates (wherein it introduces the vicious practice of regulating licensees in advance of the fact).

How do these actions come about? The blacklisting case is a shining example. Last April, ACLU called upon the FCC to conduct a general investigation of "blacklisting" stemming from the publication of *Red Channels*. Came widespread publicity, what with the citing of such entities as NBC, CBS, ABC, DuMont, WPIX (TV) New York and KOWL Santa Monica as alleged blacklisters. Renewals of several were due June 1.

At its meeting Wednesday, May 28, the Broadcast Bureau recommended, and the Commission approved, regular renewals and dismissal of the ACLU complaints. At the next day's session, General Counsel Ben Cottone (who had provoked the rebroadcast rule and who made the Richards case a *cause celebre*) asked for reconsideration and deployed legalistic abracadabra about the Administrative Procedure Act requiring investigation and written opinion. Comr. E. M. Webster felt there was something to this procedure business. Comr. Frieda B. Hennock struck a blow for her ACLU misguided liberals and seconded reconsideration. Chairman Paul A. Walker wilted. There was more legalistic interplay.

So temporary licenses ensued. The vote was 3-2, with Vice Chairman Rosel H. Hyde and the FCC's newest member, Robert T. Bartley, opposing the action as improper use of the licensing function extending beyond the intention of the statute. Comrs. Robert F. Jones and George E. Sterling were away.

It is this sort of mischief that the FCC lawyers have been inciting. It's the phony-liberal precept of trying to dispel all alleged social sins by using the licensing power. It's the kind of activity that has infused the FBI with the notion that the FCC is made up of a gang of left-wing (or worse) sympathizers.

On the blacklisting issue, if there are those who feel they are libeled, they have recourse to the courts, not the FCC.

And pity Chairman Johnson and his committee, who stuck their necks out to get an economy-minded Congress to give the FCC more money, only to have the same FCC create a new WPA legalistic leaf-raking project that is make-work and make-trouble.

our respects to:

D. L. (TONY) PROVOST

THE celebrated "Topper" novels created by the late Thorne Smith may owe certain facets of their hero's character to a man with whom the novelist once roomed in Greenwich Village. He is D. L. (Tony) Provost.

Topper was pictured as a good-natured businessman, successful, but with a turn for getting into out-of-the-ordinary situations. That shoe fits Tony Provost.

But where Topper was meek and easy-going, Tony Provost dons sprinting shoes for a much faster and aggressive whirl in the business world. Today he is vice president and general manager of Hearst Corp.'s Radio and Television Div., and, perforce, one of the broadcasting industry's most active and aggressive figures.

In direct supervision of WBAL (50 kw) and WBAL-TV Baltimore, both NBC affiliates. Mr. Provost also heads WISN-AM-FM Milwaukee (5 kw). He is a member of the board of directors of KING Seattle, Wash., partly-owned by the Hearst Corp.

With these widely-spread properties demanding his business talents, Mr. Provost has established a policy for overall operation which combines sound business administration with strong public affairs programming.

His 20 years of experience in broadcasting stood him in good stead in his present position when he succeeded the late Tom A. Brooks.

During his work as an independent program producer from 1931 to 1939, he had a hand in pugilist Max Baer's dramatic career. He handled the rights to a three-a-week radio dramatic show, sponsored by the B. F. Goodrich Co., and starring the prizefighter before his fight with Primo Carnera, and the next year prior to the Braddock fight, a half-hour Baer dramatic show sponsored by Gillette Safety Razor Co. It has not been revealed whether Mr. Provost was responsible for the publicity gag during this time of having the fighter "shot" by a sound effects man in a New Jersey hotel lobby with blank cartridges, an act which made national headlines.

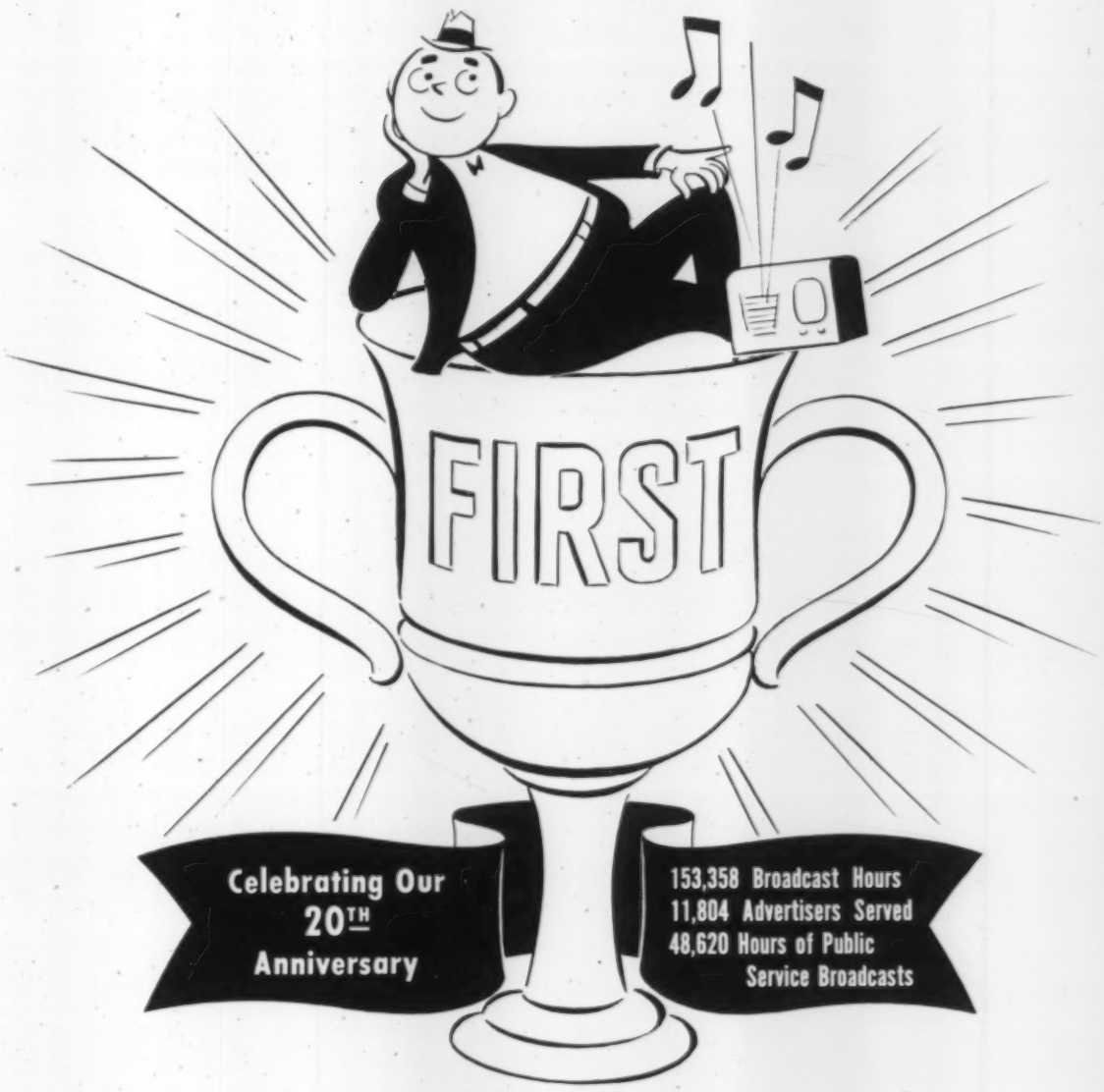
Mr. Provost served as sales manager for Empire Broadcasting Co. from 1939 to 1942 and from 1942 to 1945 was assistant manager of WEAF New York.

His decision to stick with the broadcasting industry became pronounced when a side venture back-fired during this period. With a partner, Mr. Provost tried to introduce an oil-nut crushing machine into Mexico, but the Mexican government objected that the machine was unfair to labor. When a representa-

(Continued on page 54)

"Wherever You GO . . . there's RADIO!"

CKLW is proud to have played a part in the United Detroit Radio Committee's campaign which won top honors for group radio promotion in 1951. CKLW conceived the slogan, first gave it air time, and joined with other Detroit Stations to emphasize the great value of radio in the Detroit market.



MUTUAL **CKLW** MUTUAL

50,000 WATTS • 800 On Your Dial

Guardian Building • Detroit 26

front office

JOHN THORWALD, radio-TV director, WJHP Jacksonville, WTMC Ocala, WDLP Panama City and WCOA Pensacola, all Fla., has resigned. Future plans have not been announced.

DICK DAWSON, account executive, DuMont Television Network, to Paul H. Raymer Co., N. Y., station representative firm, in same capacity.

Mr. Dawson

ALFRED E. ANSCOMBE, sales promotion director, WKBW Buffalo, promoted to local sales manager.

C. C. CLOUGH, account executive, Fennell Adv. Hollywood, to KWKW Pasadena, in similar capacity.

JERRY WINTERS named sales manager, WVOW Logan, W. Va.

PAUL SIMPKINS, staff announcer, WJDX Jackson, Miss., to WGI Centerville, Miss., as station manager.

QUENTIN C. STURN, accounting staff, WIND Chicago, transfers sales.

HARRY SIMMONS, salesman, Paul H. Raymer Co., Chicago, to NB Radio Spot Sales, same city, in same capacity.

STUART HEPBURN, recently discharged from the Navy, to WNA Annapolis, Md., on sales and announcing staffs.

JOHN ROSSITER, general manager, WTVN (TV) Columbus, Oh elected vice president of Picture Waves Inc. in addition to present duties.

Mr. Rossiter

MIKE SHAPIRO to sales staff of WFAA-TV Dallas.

HAROLD GREGSON, station manager, KNBY Newport, Ark., returns to KNEA Jonesboro, Ark., as commercial manager.

WILLIAM GIDEON and LAWRENCE H. ROGERS appointed to board of directors of WSAZ Huntington, W. Va.

BRYAN J. BUSH, former commercial manager, WDOD Chattanooga, Tenn., WALTER H. STAMPER Jr. and WILLIAM O. JONES, salesmen there, to WAPO that city, in same capacities.

Personals . . .

SYDNEY H. EIGES, NBC vice president in charge of press and information, elected president of New York professional chapter of Sigma Delta Chi, honorary journalism fraternity.

GEORGE HINDERSON, director of sales, WLWC (TV) Columbus, elected to board of directors of city's Manufacturers Representatives Assn. . . . GLAD HALL JONES, KRKD Los Angeles account executive, to head second annual advertising workshop series for teachers at Fairfax High School, same city, June 14-25. . . . JOHN McDERMOTT, sales staff, KMBC and KFRM Kansas City, Mo., elected president of Junior Chamber of Commerce. . . .

ROBERT J. McANDREWS, commercial manager, KBIG Avalon, Calif., was m.c. at sixth annual *Hucksterado* dinner dance of Hollywood Ad Club, June 6.

KEN SPICER, business manager, WBT-AM-FM and WBTV (TV) Charlotte, N. C., elected president of city's National Office Management Assn. . . . . BENEDICT GIMBEL, president-general manager, WIP Philadelphia, to receive honorary degree of Doctor of Humane Letters from Lincoln U. . . . . ANDY A. McDERMOTT, manager of Radio & Television Sales Inc., Toronto, elected second vice-president of Advertising and Sales Club there. . . . LEE HODGE, sales staff, WKTY La Crosse, Wis., appointed general manager of city's annual summer civic opera. RALPH V. STEELE, sales staff, WKTY, named "man of the year" by County Reserve Officers Assn. . . . . AL WEEKS, account executive, KLO Ogden, Utah, elected president of city's Advertising and Sales Club. . . . .

Advertisement

"Save up to $16 a month on food bills."

Using radio, TV, small ads, and the package itself, Sterling Salt tells housewives how the trick is done.

On pages 44 and 45 of the May 9 issue of Printers' Ink, James K. Gearhart, advertising and merchandising manager, International Salt Company, "Gives credit for sales boost to high information value of ads."

If you missed this story drop me a line and I'll send it on to you.

It's important on two counts. First, you can use it to build several solicitations for new accounts, local, regional or even some national advertiser. Second, it was probably read by the largest single group of buyers of advertising in this country. Of our total circulation, 23,309, more than two-thirds are advertising managers, sales managers, agency executives, and the top executives who "give the nod" to schedules.

With the article you will see a typical radio script, three small space ads, and the complete story of how "Sterling Salt is now helping tens of thousands of housewives to save up to $1.93 on a dinner for four, and up to $16.00 a month on their food bills."

At the present time, 34 Radio Stations are releasing daily Sterling weather reports five times a week. With these reports, commercials are rotated to feature Sterling Table Salt, Blusalt for the farm, Sterling Industrial Salt, and Sterling Auger Action Salt for ice control.

Bob Kenyon

Articles like this often provoke this question: "Why does Printers' Ink come up with so many factual, down-to-earth, profit-making stories?"

For 63 years, our subscribers have told us what they want. They are the buyers of advertising. To hold their interest and renew their subscriptions year after year, we know that stories like the Sterling Salt report are what they seek.

Two suggestions: Read the Sterling story, then contact some local or regional food advertiser and tell him how he can use your station to expand his business. Another suggestion: Start telling the Buyers of Advertising weekly in Printers' Ink about your own station and market.

We are ready to help you whether you decide to use 1/6 of a page or a full page on a regular schedule.

When shall we have our first talk?

ROBERT E. KENYON, JR.
Advertising Director

Printers' Ink · 205 East 42nd Street, New York 17, N. Y.
Chicago • Pasadena • Atlanta • Boston • London

AM IN TV HOMES

Probed by Advertest

RADIO sets require less attention than TV sets. That's what most respondents said in a survey by Advertest's Tele-Scope on "What is your opinion as to why people continue to listen to the radio even though they own television?" Women in 755 TV homes in the New York metropolitan area were queried. Answers and percentages follow:

Radio requires less attention	26.8%
TV tiresome—bad for eyes	8.9%
Many have favorite radio programs	7.8%
Radio has its own values	6.2%
Radio provides music	5.2%
Many radio programs better than TV	4.5%
Some TV programs are poor	3.6%
Habit	2.5%
Miscellaneous reasons	5.4%
Don't know	31.9%

More French-Language

EXPANSION OF Canadian Broadcasting Corp. French programs was decided on at the CBC board of governors meeting in May at Quebec City. French-language stations as far west as Edmonton are to receive wire-line network service from Montreal and Quebec this summer. There are a number of independently-owned French-language stations now in operation in northern Ontario and western Canada, which will be included in this expansion. It also was decided to build a French-language CBC station in New Brunswick province, although location, frequency and costs have not yet been determined. The New Brunswick station will carry the French-language programs exclusively.

YOU MIGHT STRIKE OUT 20 BATTERS IN ONE GAME*—

BUT . . .

YOU NEED THE FETZER STATIONS TO WIN IN WESTERN MICHIGAN!

If you're pitching for the rich Western Michigan market, WKZO-WJEF and WKZO-TV give you three strikes on any other media in this area.

RADIO

WKZO, Kalamazoo, and WJEF, Grand Rapids (a CBS combination) deliver about 57% more city listeners than the next-best two-station choice in these two cities, *yet cost 20% less* than the next combination. In addition to their home-town superiority, WKZO-WJEF have tremendous rural circulation too. The 1949 BMB Report shows that WKZO-WJEF have greatly increased their unduplicated audiences over 1946—up 52.9% at night . . . 46.7% in the daytime! In the Grand Rapids area *alone*, this represents an *unduplicated* day-and-night coverage of 60,000 homes!

TELEVISION

WKZO-TV, Channel 3, is the Official Basic CBS Television Outlet for Kalamazoo-Grand Rapids. A new 28-county Videodex Diary Study, employing the BMB method, offers smashing proof that WKZO-TV delivers 91.9% more Western Michigan and Northern Indiana homes than TV Station "B"!

Write direct or ask Avery-Knodel for all the Fetzer facts, *today!*

* *Maury McDermott of the Louisville Colonels tied this American Association record in a 1949 game with St. Paul.*

WJEF tops IN GRAND RAPIDS AND KENT COUNTY (CBS RADIO)

WKZO-TV tops IN WESTERN MICHIGAN AND NORTHERN INDIANA

WKZO tops IN KALAMAZOO AND GREATER WESTERN MICHIGAN (CBS RADIO)

ALL THREE OWNED AND OPERATED BY

FETZER BROADCASTING COMPANY

AVERY-KNODEL, INC., EXCLUSIVE NATIONAL REPRESENTATIVES

"Put your ideas...

on RCA VICTOR Transcriptions!"

Good program ideas and top talent deserve RCA Victor transcription quality and service. Your material—spot announcements to full-length shows—should get the benefit of RCA's technical experience and research.

Your order, LARGE or SMALL, is recorded, processed and pressed in the country's best-equipped studios and plants . . . receives world-famous RCA Victor engineering. Complete transcribed radio production and script-writing facilities are available.

Contact an RCA Victor Custom Record office today:

630 Fifth Avenue
Dept. B-60, NEW YORK 20
JUdson 2-5011

445 North Lake Shore Drive
Dept. B-60, CHICAGO 11
WHitehall 4-3215

1016 North Sycamore Avenue
Dept. B-60, HOLLYWOOD 38
HILLside 5171

Write now for our fact-filled Custom Record Brochure!

RCA custom record sales

RADIO CORPORATION OF AMERICA
RCA VICTOR DIVISION

Our Respects To

(Continued from page 50)

tive for the machine was murdered by peons, the project was abandoned in a hurry.

Mr. Provost, whose first name is DeLancey, but who has become known throughout the broadcasting industry by his initials, D.L.—or his nickname Tony—, was born June 28, 1903, at Winsted, Conn., and attended Gilbert Preparatory School.

Awarded a bachelor's degree at William & Mary College, Williamsburg, Va., he entered the advertising business, but was forced out of work during the depression. He entered radio via a recording concern.

As program manager for WNBC New York from 1945 to 1949, Mr. Provost saw the station receive more national awards than at any time in its history. Specializing in children's shows and public affairs programming, he gave many current radio and TV favorites their first big break. Tex and Jinx were introduced by Mr. Provost and he also brought Bob Smith from Buffalo to New York as a morning entertainer and star in children's programs, where Mr. Smith first brought forth his *Howdy Doody* show.

Moving to Baltimore as business manager for WBAL-AM-TV in 1949, he took over his present job in 1951. Since then the properties have expanded steadily with development of merchandising and photographic departments, an increased news staff and intensive concentration on educational programming.

Expands Classroom TV

WBAL-TV already had been among the first stations in the country to inaugurate TV programs for public school classrooms. Under Mr. Provost the educational programming was expanded to embrace the university level, and now makes available Class A time each week for a series participated in by every major college and university in Maryland. Additional choice time is devoted to a weekly medical show presented by U. of Maryland doctors.

The WBAL radio and TV outlets present 51 public service programs weekly.

Mr. Provost also has expanded actual programming time, insisting that WBAL-TV be the first station on the air every day and the last at night, the station starting at 7 a.m. with the Garroway show and ending with live news and sports programming at 12:15 a.m. WBAL-TV programmed its own 9-10 a.m. variety show long before the NBC *Today* program, reportedly receiving the highest rating for early-morning TV in 10 major cities covered by ARB.

Six months ago WBAL went on the air for 24 hours a day. An outstanding feature show on the all night broadcast is conducted by Archdale J. Jones, an Englishman, who helps track down missing persons.

Some indication of why business records show WBAL-TV at its peak booking level and WBAL listing its strongest billing in recent years, may be gathered in Mr. Provost's standing advice to his various staffs:

"We can no longer be purveyors of entertainment from an ivory tower. The people have grown up with our media and are no longer awed by technical magic. Today radio and television stations, like newspapers, must be a part of their communities. That means we must go to the people with our cameras, our tape recorders and our microphones. We must enter their schools and their churches, participate in their fund-raising campaigns and record the progress of their vital civic and legislative issues.

Showmanship Factor

". . . It must not be forgotten, however, that we are also in show business. All the public service in the world will fall on deaf ears unless we employ the tricks of our trade to make it dramatic and vital to the public. . . ."

Although Mr. Provost must travel a lot of necessity, he relaxes when he can at his home in a valley north of Baltimore. He is married to the former Seraphine Baumgartner.

His hobbies are his dogs, gardening and sometimes a hand of poker.

SCAAA ELECTION

Jorgensen Named President

KAI JORGENSEN, executive vice president and chairman of the board, Hixson & Jorgensen Inc., Los Angeles agency, has been elected president of Southern California Advertising Agencies Assn. He succeeds Willard G. Gregory, president, Willard G. Gregory Co. who continues as board member.

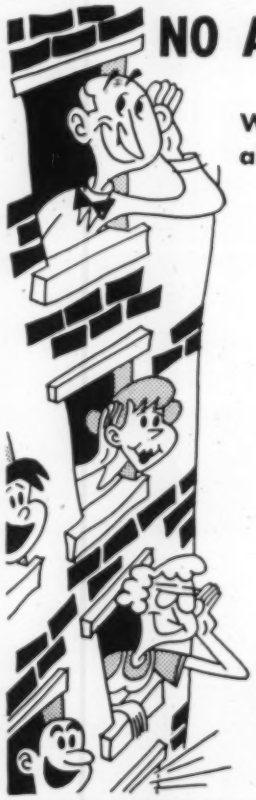
Mr. Jorgensen

Elected first and second vice presidents, respectively, were Earl L. Taggart, partner of Taggart & Young Adv., and Robert F. Millar, president, Stellar, Millar & Lester Inc. Forrest Dolan, vice president, The Mayers Co., was named secretary-treasurer.

Pulse Expands Service

PULSE Inc.'s addition of 18 radio and ten video markets to its service area surveys marks the firm's greatest four month expansion in history, Dr. Sidney Roslow, Pulse head, said May 24. He said Pulse now covers 67 radio markets including 18 million families, or 42% of the U. S. total, and 38 TV markets containing 85% of all TV sets. New markets, as released by Pulse, include Houston, San Antonio, Toledo, Providence, Milwaukee, Tulsa, San Diego, Miami, Pittsburgh, Baltimore and Richmond.

NO ARGUMENT HERE...



WBNS has more listeners than all local stations combined!

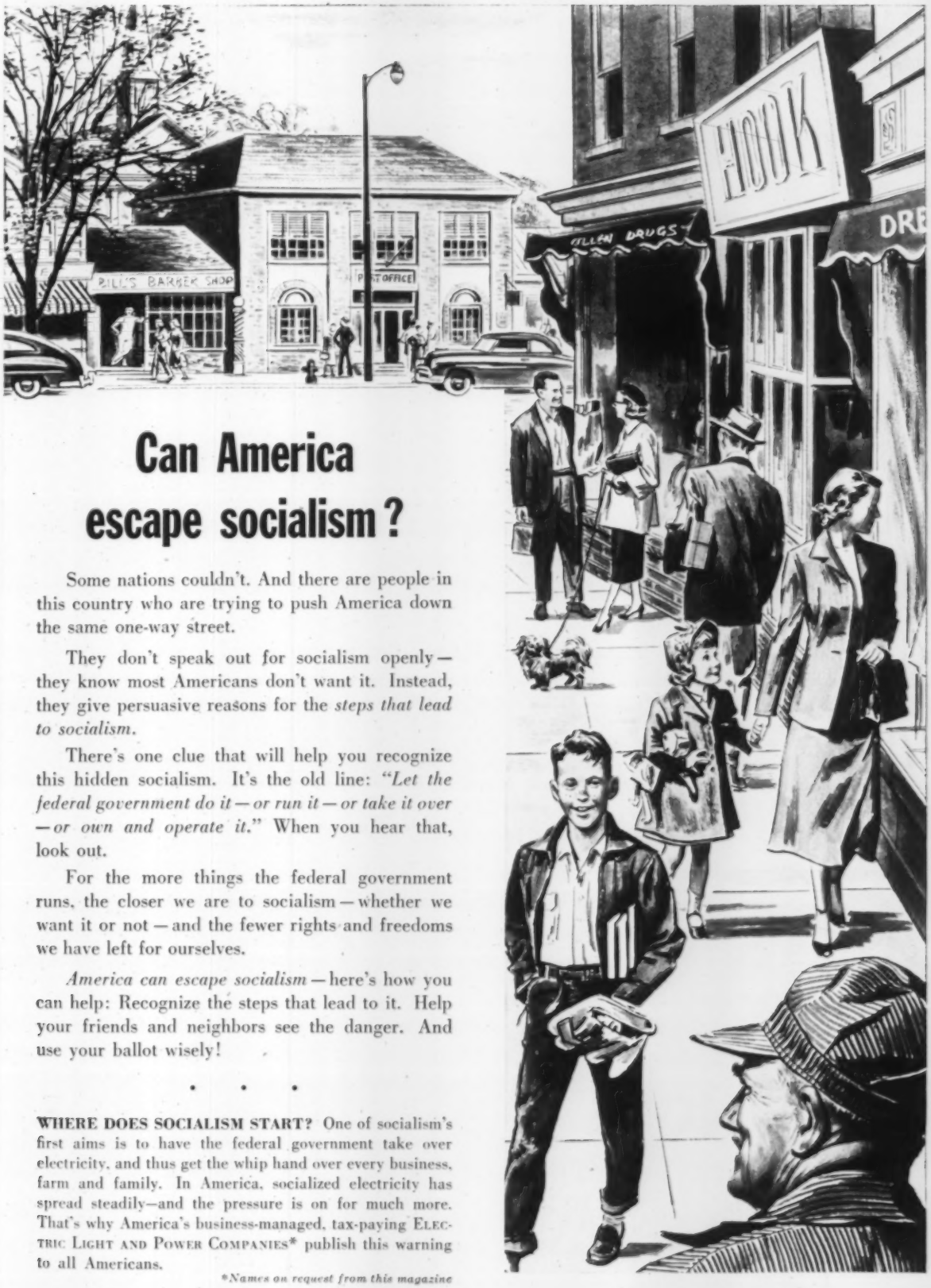
All the neighbors listen in when WBNS is on the air. And you can't argue with these facts: WBNS has the top 20 rated programs . . . a combination of top CBS shows and local favorites. WBNS reaches a Billion-Dollar audience of almost 1¼ million, both urban and rural. WBNS is the neighbor other local stations try to keep up with.

ASK JOHN BLAIR

WBNS RADIO PLUS WELD-FM

POWER WBNS — 5,000 WELD-FM—53,000 COLUMBUS, OHIO

CENTRAL OHIO'S ONLY CBS RADIO OUTLET



Can America escape socialism?

Some nations couldn't. And there are people in this country who are trying to push America down the same one-way street.

They don't speak out for socialism openly—they know most Americans don't want it. Instead, they give persuasive reasons for the *steps that lead to socialism.*

There's one clue that will help you recognize this hidden socialism. It's the old line: *"Let the federal government do it—or run it—or take it over—or own and operate it."* When you hear that, look out.

For the more things the federal government runs, the closer we are to socialism—whether we want it or not—and the fewer rights and freedoms we have left for ourselves.

America can escape socialism—here's how you can help: Recognize the steps that lead to it. Help your friends and neighbors see the danger. And use your ballot wisely!

• • •

WHERE DOES SOCIALISM START? One of socialism's first aims is to have the federal government take over electricity, and thus get the whip hand over every business, farm and family. In America, socialized electricity has spread steadily—and the pressure is on for much more. That's why America's business-managed, tax-paying ELECTRIC LIGHT AND POWER COMPANIES* publish this warning to all Americans.

**Names on request from this magazine*

• "MEET CORLISS ARCHER"—*Sundays—ABC—9:15 P.M., Eastern Time.*

KHMO LABOR CASE

'Cease and Desist' Asked

TRIAL EXAMINER Stephen S. Bean, National Labor Relations Board, last week recommended that KHMO Hannibal, Mo., "cease and desist" from discouraging membership in any labor organization of its employes or in any other manner interfere with or coerce employes in their self-organizational rights.

Mr. Bean was acting on charges filed by IBEW, Local 1272, AFL. Complaint was issued March 5. Hearing was held at Hannibal March 24-26. Mr. Bean last week also recommended dismissal of several other charges of discrimination by KHMO.

World in Canada

ALL-CANADA Radio Facilities Ltd., Toronto, has obtained Canadian distribution rights of World Broadcasting System Inc., New York. R. F. Tait, of All-Canada, will handle the World Program Service library for Canadian stations. Plans are under way for expansion of the service to include Canadian artists and programs specially designed for Canadian broadcasting to cover local holidays and other features.

air-casters

JERRY CARR, news director, WHLI Hempstead, L. I., adds duties of program director.

STEPHEN W. ISON Jr. appointed acting program director, WVOW Logan, W. Va. **HUGH DeMOSS** and **JACK MILLAN** to station's announcing staff.

TOM HANLON, sportscaster, KNX Hollywood, to narrate auto racing sequences in Monogram Pictures feature film, "Army Bound."

ROBERT LOEBER, promotion staff, ABC Chicago, to advertising and promotion department, WMAQ and WMBQ same city, replacing **GRANT RECKSIECK** who has resigned.

BILLIE O'DAY, WIOD Miami, Fla. women's commentator, honored with certificate of appreciation at annual meeting of Dade County Federation of Women's Clubs for service to community.

STUART SNYDER, free lance writer and producer, KRDO Colorado Springs, to production staff, WHAS Louisville, Ky.

GEORGE WANN, promotion director, KOIN Portland, elected to board of directors of Oregon Prison Assn.

JOHN ARCESI, star of KNX Hollywood *John Arcesi Sings*, signed to exclusive three-year contract by General Amusement Corp.

ROY GREEN, operator, CHNO Sudbury, to CHUM Toronto, as announcer-operator.

JAMES PETERSEN, professor of radio and TV, Ball State College, Muncie, Ind., to special broadcast service staff, WLW and WLWT (TV) Cincinnati.

JEAN HERSHOLT, star of CBS Radio *Dr. Christian*, named "the doctor we'd most like to work with" by American Nurses Assn.

LOU SHABOTT, formerly of WCEC-WFMA (FM) Rocky Mount, N. C., to WJWL Georgetown, Del., as announcer.

PETER H. WINN, director of sports and special events, WHMP Northampton, Mass., to Amherst College there on public relations staff.

MIKE ROSS, Hollywood TV actor, assigned role in Paramount Pictures feature film, "Pleasure Island."

CARL W. HERZMAN, KLZ Denver farm program director, presented award for service as advisor to Colorado Jr. Cattlemen Assn. at group's 85th annual convention.

JULIA PRESSON to continuity staff, WPTF Raleigh, N. C. **BILL JACKSON**, WCOG Greensboro, to WPTF announcing staff.

EL JONES, CKWS Kingston, named a director of Advertising and Sales Club there.

BARNEY PHILLIPS, actor in NBC-TV *Dragnet*, assigned role in United Artists feature film release, "The Glass Wall."

DON McGILL, music producer, CBM Montreal, named program director of CBM.

CARMEN PHELPS, Pitluk Adv., to WOAI-TV San Antonio, for daily show, *Menu Matinee*.

WESTON J. HARRIS to WTTG (TV) Washington to handle publicity and promotion.

ED SIMMONS and **NORMAN LEAR**, writers of Martin & Lewis NBC radio-TV shows, signed to write comics' future motion pictures to be released through Paramount Pictures.

DIZZY DEAN, sportscaster for Falstaff Brewing Corp., honored May 25 at Dizzy Dean Day ceremonies in Sportsman's Park, St. Louis.

EMMA BARBERIO joins Hollywood headquarters, KBIG Avalon, Calif. as bookkeeper. **STU WILSON**, production manager, KBIG, adds duties of m.c. on KNXT (TV) Hollywood *The Files of Jeffrey Jones*.

SYD KENNEDY, manager of CBH Halifax, appointed program director of Maritimes Region of Canadian Broadcasting Corp., with headquarters at Halifax.

EVELYN CLARK DEGGENDORFER, assistant promotion manager, KCBS San Francisco, appointed promotion manager succeeding **HOWARD LUCK GOSSAGE**. **PETE TURDICI**, head apprentice, KCBS, promoted to record librarian replacing **DAVE McELHATTON**, new summer relief announcer. **BOB FAIRBANKS** succeeds Mr. Turdici. **JEAN POTEET** and **BEVERLY BECKER** to KCBS program staff.

FREEMAN LUSK, moderator, KLAC-TV Hollywood *Freedom Forum*, father of boy, May 25.

WILLIAM BALLARD, writer for *Kids and Co.* on DuMont Television Network, and *Joe DiMaggio Show* on NBC-TV, father of boy, William, May 14. Paternal grandmother is **REGGIE SCHUEBEL**, partner of Wyatt & Schuebel, N. Y.

News . . .

AUSTIN BOYLE, *Chicago Daily News* to ABC Chicago press staff.

ADOLPH J. SCHNEIDER, director of NBC-TV news and special events, presented 1952 citation for alumnus achievement by U. of Omaha.

Thesaurus Abroad

FOREIGN radio outlets airing the RCA *Thesaurus* program series on May 29 included Radio Ceylon, Barbados Rediffusion Service (B.W.I.), DZRH Manila, Radio Jamaica, ZFY Georgetown (British Guiana), Rediffusion Singapore and Radio Trinidad. Advertisers are: Independent Insurance Co., Air France, Dunlap Rubber & Tyre, Da Costa & Co., Esso Products, Robert Thom, Caribbean Theatres, Altra Cod Liver Oil, State Express Cigarettes, Listerine Products, L. M. Jones, Marcelo Rubber Shoes, Soap & Edible Products Co., B & J Machado Tobacco, General Foods, Bardowell's Dept. Store, Honig Products, C. G. Plummer, Grace Kenedy Soap, Chin Yee & Co., Michelin Tyres & Tubes, Bandbox Shampoo and Hagemeyer Trading Co.

JAYCEES' DAY

Take Over WASK Schedule

OLD CLICHE, "banker's hours," didn't mean a thing to Jaycees of Lafayette, Ind., fortnight ago as 40 businessmen took over the town, lock-stock and barrel — including the microphones of WASK there.

From 6 a.m. sign-on until post-midnight sign-off, it was Junior Chamber of Commerce day at the station as Jaycees and their "guest stars" handled microphone chores. Occasion was a special promotion aimed at boosting "Greater Lafayette Day." Plan was conceived by O. E. Richardson, WASK owner, and Robert Sharer, Jaycee board member.

Feature of day's activities was reading of each other's commercials by competitive business rivals. A bank president and maufacturer opened the broadcast day with news, markets and records. Jaycees also announced a local semi-pro baseball game. Participating in broadcast activities were bankers, insurance men, salesmen, lawyers, merchants, industrial officials and a Marine sergeant.

WSYR's Local Radio Sales UP 39%

For the period ending April 30, WSYR's local radio sales were 39% ahead of 1951. The local advertisers responsible for this increase are the ones in the best position to test the effectiveness of all media. They know which advertising keeps the cash register ringing.

National Spot Advertisers TAKE NOTE

Write, Wire, Phone or Ask Headley-Reed

WSYR SYRACUSE 570 KC

WSYR — AM-FM-TV — The Only Complete Broadcast Institution in Central New York

NBC Affiliate • Headley-Reed, National Representatives

REACHES 93,217 RADIO FAMILIES WEOK POUGHKEEPSIE

REPRESENTED BY EVERETT McKINNEY

TELECASTING

Hitch Your Wagon to a LOCAL Star

Your sales wagon, that is. For it's the *local* artist on the *local* television program who carries the greatest sales impact with viewers (and buyers).

He is a well-known personality in the market. His endorsement of a product carries weight.

That's one reason why Spot TV is such a highly effective advertising medium.

Associate your product with the leading personalities in these eleven markets. You'll find them starring (and selling) on the outstanding television station of each market—listed here.

WSB-TV .....Atlanta
WBAL-TV .....Baltimore
WFAA-TV .....Dallas
KPRC-TV .....Houston
KHJ-TV.....Los Angeles
KSTP-TV ...M'p'l's-St. Paul
WSM-TV .....Nashville
WTAR-TV .....Norfolk
KPHO-TV .....Phoenix
WOAI-TV ....San Antonio
KOTV .....Tulsa

REPRESENTED BY

EDWARD PETRY & CO., INC.

NEW YORK • CHICAGO • LOS ANGELES
DETROIT • ST. LOUIS • SAN FRANCISCO • DALLAS

America's

TOP SHOWS

depend on Houston-Fearless Equipment

The Dinah Shore Show
NBC Television Network
Starring Dinah Shore

"In 98% of all U.S. Television Stations"

There are many good reasons why Houston-Fearless television camera pedestals and dollies are standard equipment in a vast majority of television stations. They are skillfully designed to give complete stability to the camera, engineered to withstand constant usage, and built to give dependable performance at all times.

They embody 25 years of leadership in manufacturing camera and film processing equipment for the motion picture studios of Hollywood and throughout the World. You can rely on Houston-Fearless for quality and dependability.

Write for catalog on television equipment.

The **HOUSTON FEARLESS** *Corporation*

• DEVELOPING MACHINES • COLOR PRINTERS • FRICTION HEADS
• COLOR DEVELOPERS • DOLLIES • TRIPODS • PRINTERS • CRANES

11807 W. OLYMPIC BLVD • LOS ANGELES 64, CALIF.

"WORLD'S LARGEST MANUFACTURER OF MOTION PICTURE PROCESSING EQUIPMENT"

TELECASTING

JUNE 9, 1952

WRS' PRIORITY PLAN

Suggests 'Service Factor'

By LARRY CHRISTOPHER

MODIFICATION of FCC's temporary processing procedure and city-by-city priority listing—to effect more equitable positioning among cities now receiving limited service—was proposed to the Commission last week by Westinghouse Radio Stations Inc. FCC issued its city priority list a fortnight ago [B•T, May 26].

The Westinghouse technique employs a "television service factor" as the key to positioning. This factor is the population of the city divided by the number of TV stations there. Computing one list on the basis of city population and another on the basis of metropolitan area population, Westinghouse covers only the B-2 through B-5 groupings (cities with existing service).

Allocation Developments

Other allocation developments last week included:

● Petition for reconsideration of FCC's Sixth Report lifting the TV freeze by Matta Broadcasting Co., licensee of WLOA Braddock, Pa., requesting assignment of Channel 4 there. Petition argues factors of separation between Braddock and Columbus, Ohio, and suggests channel changes involving WLWC (TV) and WBNS-TV Columbus.

● Request by Zenith Radio Corp., Chicago, that FCC (1) issue a ruling declaring all Chicago applicants, including WBKB (TV) there, on "equal footing" in their bids for Channel 2 and (2) maintain *status quo* in respect to Channel 2 in Chicago."

● Plea by Dr. Forbes Farms Inc., Palm Springs, Calif., for amendment of Sec. 3.606 (allocations table) to allocate UHF Channel 14 there under provision of 15-mile rule.

● Opposition of Havens & Martin, operator of WTVR (TV) Richmond, to petition of High Point Enterprise (WHPE High Point, N. C.) to remove the allocation of VHF Channel 6 from Beckley, W. Va., to High Point.

The Westinghouse petition noted that the priority principles retained by FCC in the Sixth Report "are fair to the public" and that it is in the public interest and serves the greatest good to the greatest number' to bring into reality, as quickly as possible, priorities 1 through 4, giving all areas a choice of two programs and all cities at least two stations."

Priority 1 is to provide at least one TV service to all parts of the U. S.; priority 2, to give each community at least one station. Priorities 3 and 4 are the same except they specify two services to all areas and two stations to each community, respectively, the petition explained.

Conflicts With Priorities

Noting that the Sixth Report indicates FCC's desire "to bring into being as many of the UHF television stations as possible within the shortest period of time," Westinghouse said the temporary processing procedure "would accomplish this result but, in our opinion, unnecessarily conflicts with priorities 1 through 4, at least as to timing."

"For instance," the petition continued, "hearings will be held in Los Angeles and New York-Newark area, both served by seven television stations, ahead of the Pittsburgh and St. Louis hearings, which cities are presently served by single outlets and rank eighth and ninth in metropolitan area population respectively."

Along the same line, the petition pointed out that the "hearings in Los Angeles and New York (and other multiple-served cities including Washington, Philadelphia, Detroit, Baltimore, etc.) violate priorities 2 and 4, at least as to timing, only because UHF is the only remaining available service."

"This appears to be an undue advantage to citizens already receiving adequate service," Westinghouse contended, "and an unfair penalty to those citizens in other large single outlet cities to which both UHF and VHF channels are presently proposed."

"We believe that the public interest would be served and priorities 1 through 4 more quickly brought into reality by use of another formula to establish hearing procedures without retarding the early growth of UHF stations," the petition held.

A-2 Priorities Necessary

Westinghouse stated it had no comment with respect to the Commission's proposals for group A-2 and B-1 cities, "since such priorities are necessary in order to meet priorities 1 and 3." A-2 cities are those 40 miles or more from any existing TV station while B-1 cities are those less than 40 miles and having assigned to them only UHF channels.

The petition noted that in group B-1 "the Commission's proposal involves cities less than 40 miles (some as close as 2 and 3 miles—Gastonia and East Lansing) from an existing transmitter and therefore are presumably receiving one or more services (Paterson, N. J., at 12 miles, receives 7 services) within the meaning of at least priority 1 if not priority 3. Therefore, the formula we are proposing could be extended to include group B-1, or at least many cities listed therein."

Westinghouse pointed out that in applying the television service factor formula to both the city population and metropolitan area population listings it offered as an appendix to its petition (see page 68), cities presently receiving multiple service "are more evenly distributed throughout the hearing schedule without unduly delaying hearings in cities where only UHF channels are available. (For instance, New York is second, Chicago fourth, Philadelphia fifth, Detroit eighth, etc. on the metropolitan area basis.) Meanwhile, however, single outlet cities appear early on the hearing list and we therefore anticipate conformity

(Continued on page 64)

NCAA CONTROLS

'52 Plan Is Compromise

FEARING the "financial pressures" of television "may well spell the end of amateur football" if allowed to go unchecked, the TV committee of the National Collegiate Athletic Assn. last week produced some pressure of its own in the form of its second, 1952 plan for controlling college football television.

Networks, which had met separately with the TV committee since February to offer their suggestions, unanimously agreed they would much prefer no restrictions whatsoever on football telecasts, but generally conceded the plan, a compromise over last year's, was better than its predecessor. Several spokesmen echoed Committee Chairman Robert A. Hall of Yale who noted that the plan "wouldn't please everybody concerned 100%, but would be beneficial to all."

Onus of the 1952 plan is placed upon the sponsor, sponsors, or network selected by the NCAA—not necessarily in terms of the highest bid—to conduct a nationwide program on 11 successive Saturdays, starting September 20, plus Thanksgiving. Contrary to last year's design, the new plan calls for no television blackouts, bull's eye of public protests last season, and one network spokesman called this a definite improvement for the advertiser, audience, and broadcaster.

Meet Next January

The NCAA committee also considered assessing TV receipts for pro-rata redistribution to all 250 member colleges, but proposals for this suggestion, intended to help eliminate television as a "vast money-making device for the favored few," will not be considered until the annual NCAA convention, to be held in Washington, D. C., sometime in January.

All the major television networks were understood last week to be working on the plan, steering through its qualifications to find its sales potential. Estimated by one spokesman as involving a $2½-$3 million purse, it seemed unlikely that any one network would undertake college football under its own aegis, as suggested by the NCAA, unless supported by a major sponsor or a group of sponsors. With Philco, Admiral, and Westinghouse —which presented 19 college games on NBC-TV last year for a reported $663,142—buying AM-TV coverage of national political conventions this summer, it was felt sponsors might prove hard to find.

Tricky aspect of the NCAA proposal is that the sponsor is expected to make his own cost esti-

(Continued on page 71)

Listed by States

FORT LAUDERDALE, Fla.—Gerico Investment Co., UHF Ch. 17 (488-494 mc), ERP 18.8 kw visual; antenna height above terrain 420 ft., above ground 439 ft. Estimated construction cost $252,900, first year operating cost $200,000, revenue $210,000. Studio and transmitter Peters Branch Road, 26° 06′ 15″ N. Lat., 80° 13′ 03″ W. Long. Transmitter DuMont, antenna GE. Legal counsel Welch, Mott & Morgan, Washington. Consulting engineer Craven, Lohnes & Culver, Washington. Applicant is licensee of WBRD Fort Lauderdale. Principals include: President-Treasurer **L. Coleman Judd** (33⅓%), real estate broker; Vice President **E. J. Richardson** (33⅓%), Richardson Construction Co., and Secretary **George W. English Jr.** (33⅓%), Fort Lauderdale attorney. Address: c/o Radio Station WBRD, P. O. Box 78, Fort Lauderdale.

† **FORT MYERS, Fla.—Fort Myers Bcstg. Co.,** Ch. 11 (198-204 mc), ERP 9.77 kw visual; antenna height above average terrain 315½ ft., above ground 343 ft. Estimated construction cost $172,128, first year operating cost $125,000, revenue $125,000. Studio and transmitter location 54 East 1st St., 26° 39′ 03″ N. Lat., 81° 51′ 20″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Cohn & Marks, Washington. Consulting engineer Russell P. May, Washington. Applicant is licensee of WINK Fort Myers, Fla. Principals include: President **Arthur McBride,** 25% owner of United Garage & Service Corp., Cleveland and president and 15% owner of Cleveland Browns Football Team; Vice President **Daniel Sherby,** 50% owner of United Garage & Service Corp., 9% owner of Cleveland Browns, 12½% owner of Castle Outdoor Theatre Co. and 50% owner of Stacy Rowell Motors Inc.; Vice President **Arthur B. McBride Jr.,** 25% owner of United Garage & Service Corp. and 25% owner of Consensus News Co.; Secretary **Philmore J. Haber,** Cleveland attorney, and Treasurer **R. B. Milar,** assistant treasurer for United Garage & Service Co. Address: 54 East 1st St., Fort Myers, Fla.

† **MIAMI, Fla.—Isle of Dreams Bcstg. Corp.,** Ch. 7 (174-180 mc), ERP 316 kw visual; antenna height above average terrain 437 ft., above ground 479 ft. Estimated construction cost $1,259,957, first year operating cost $792,000, revenue $976,000. Studio and transmitter North side of 79th St. causeway, 25° 50′ 57″ N. Lat., 80° 09′ 19″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Dow, Lohnes & Albertson, Washington. Consulting engineer Millard M. Garrison, Washington. Applicant is licensee of WIOD-AM-FM Miami, and is identified with James M. Cox Stations' WSB-AM-FM Atlanta and WHIO-AM-FM Dayton, Ohio. Principals include: Chairman of Board **James M. Cox Sr.,** owner of 10,650 shares out of 26,000 shares of *Dayton News* and *Journal Herald,* Dayton, Ohio, which holds all stock of *Miami Daily News,* which in turn owns WIOD-AM-FM; President **D. J. Mahoney;** Vice President **James M. Cox Jr.,** owner of 3,760 shares out of 26,000 shares of *Dayton News* and *Journal Herald;* **J. Leonard Reinsch,** managing director of radio and television; Secretary-Treasurer **John L. Foy,** and **James M. LeGate,** director and manager of WIOD-AM-FM. Address: 600 Biscayne Blvd., Miami 30, Fla.

EDWARD D. MADDEN (1), vice president in charge of NBC-TV sales and operations, smiles as William Boyd, film star, signs 10-year contract paving way for new *Hopalong Cassidy* series.

television applications

Digest of Those Filed With FCC May 29 through June 6

(† Indicates pre-thaw application re-filed.)

Boxscore	VHF	UHF	Total*
Applications filed since April 14.....	41	22	64

* One applicant did not specify channel number.

† **CHICAGO, Ill. — Zenith Radio Corp.,** Ch. 2 (54-60 mc), ERP 100 kw visual; antenna height above average terrain 588 ft., above ground 628 ft. Estimated construction cost $564,500, first year operating cost $500,000, revenue $250,000. Studio and transmitter 135 S. LaSalle St., 41° 52′ 30″ N. Lat., 87° 37′ 35″ W. Long. Transmitter GE, antenna GE. Legal counsel Wheeler & Wheeler, Washington. Applicant is licensee of WEFM (FM) Chicago. Principal stockholder is **E. F. McDonald Jr.** (9%), president and manager of Zenith. Address: 6001 Dickens Ave., Chicago.

DANVILLE, Ill. — Northwestern Publishing Co., UHF Ch. 24 (530-536 mc), ERP 19 kw visual; antenna height above average terrain 416 ft., above ground 445 ft. Estimated construction cost $251,600, first year operating cost $300,000, revenue $350,000. Studio and transmitter location 1500 Washington St., 40° 08′ 58″ N. Lat., 87° 37′ 35″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Dow, Lohnes & Albertson, Washington. Consulting engineer Bernard C. O'Brien, Rochester, N. Y. Applicant is licensee of WDAN Danville, WHEC Rochester, N. Y., WTHT Hartford, Conn., and WENY Elmira, N. Y., All stock in applicant is held by Gannett Co. Inc., Rochester, N. Y., publisher of *Rochester Times-Union* and *Democrat & Chronicle, Albany Knickerbocker News, Utica Observer-Dispatch* and *Press, Newburgh News, Beacon News, Ithaca Journal, Ogdensburg Journal, Malone Telegram, Saratoga Springs Saratogan, Massena Observer, Elmira Star-Gazette* and *Advertiser, Binghamton Press,* all in New York; *Hartford* (Conn.) *Times, Plainfield* (N. J.) *Courier-News and Danville* (Ill.) *Commercial News.* Principals include: President **Frank E. Gannett,** who owns 33% of Gannett Co. Inc. stock; Vice President **Frank E. Tripp;** Treasurer **Herbert W. Crickshank;** Secretary **Lynn N. Bitner;** Director **Paul Miller;** Assistant Secretary **Clayton Gallagher,** and Assistant Secretary **Thomas V. Taft.** Frank E. Gannett, Newspaper Foundation Inc. owns 66% of Gannett Co. Inc. stock. Address: 17-19 West North St., Danville.

† **LOUISVILLE, Ky.—Mid-America Bcstg. Corp.,** UHF Ch. 21 (512-518 mc), ERP 200 kw visual; antenna height above average terrain 500 ft., above ground 564 ft. Estimated construction cost $293,000, first year operating cost $350,000, revenue $340,000. Studio 604 S. 3rd St. Transmitter 507 S. 3rd St., 38° 15′ 00″ N. Lat., 85° 45′ 22.8″ W. Long. Transmitter GE, antenna GE. Legal counsel Haley & Doty, Washington. Applicant is licensee of WKLO Louisville. Principals include: Chairman of the Board **James F. Brownlee** (4.9%); President **Emanuel Levi** (10.5%); First Vice President **Milton S. Trost** (10.2%); Second Vice President **William H. Veeneman** (5%); Secretary-Treasurer **E. L. Altshelter** (5%); **E. R. Plunkett** (15%) **Harold J. Plunkett** (15%); **Henry Fitzhugh Jr.** (5%); **Mary Peabody Fitzhugh** (5%); **John Kadel** (5%), and **Allan D. Emil** (5%). Address: Henry Clay Hotel, Louisville, Ky.

† **PORTLAND, Me.—Guy Gannett Bcstg. Services,** Ch. 13 (210-216 mc) ERP 239 kw visual; antenna height above average terrain 626 ft., above ground 314 ft. Estimated construction cost $356,526, first year operating cost $144,000, revenue $133,000. Studio St. John and Valley Streets, Portland. Transmitter near Blackstrap fire lookout, Falmouth, 7.9 mi. NW of Portland, 43° 45′ 32″ N. Lat., 70° 19′ 14″ W. Long. Transmitter GE, antenna GE. Legal counsel Dow, Lohnes & Albertson, Washington. Consulting engineer, Graven, Lohnes & Culver, Washington. Applicant is licensee of WGAN Portland, and WGUY-AM-FM Bangor, Me. Principals include President **Guy P. Gannett,** who holds 39.9% of stock in Guy Gannett Publishing Co., which in turn owns 99% of Guy Gannett Bcstg. Services. Guy Gannett Publishing Co. owns *Portland Press Herald* and *Express, Kennebec Journal,* Augusta, and *Waterville Sentinal.* Address: 390 Congress St., Portland 3, Me.

SALISBURY, Md.—The Peninsula Bcstg. Co., UHF Ch. 16 (482-486 mc), ERP 112 kw visual; antenna height above average terrain 414 ft., above ground 444 ft. Estimated construction cost $296,400, first year operating cost $115,000, revenue $115,000. Studio and transmitter Radio Park, Salisbury, 38° 23′ 03″ N. Lat., 75° 34′ 48″ W. Long., Transmitter DuMont, antenna RCA. Consulting engineer A. D. Ring & Co., Washington. Applicant is licensee of WBOC and WESN (FM) Salisbury, Md., and WCEM Cambridge, Md. Principals include: President **John W. Downing** (14½%), owner of J. W. D. Co., real estate broker; Vice President **W. Lee Allen** (7.7%), ⅓ owner W. F. Allen Co., plant nurseries, horticulturists; Secretary-Treasurer **Avery W. Hall** (1%), owner A. W. H. Insurance; Assistant Secretary **Charles J. Truitt** (1%), manager of WBOC and WESN (FM); Assistant Treasurer **Lena R. Dashiell** (.7%), head of accounting department of WBOC and WESN (FM); **I. L. Benjamin** (10½%), president Benjamin Co. (women's and girls' apparel), Salisbury and **Mr. and Mrs. Albert W. Ward** (6.9%) (Mr. Ward is executive secretary of Maryland State Tax Commission). Address: Radio Park, Salisbury, Md.

† **ST. PAUL, Minn.—Minnesota Television Public Service Corp.,** Ch. 11 (198-204 mc), ERP 316 kw visual; antenna height above average terrain 563 ft., above ground 537 ft. Estimated construction cost $572,075, first year operating cost $300,000, revenue $400,000. Studio First National Bank Bldg. Transmitter Minnesota St. 51, 15 mi. North of jct. with Minnesota St. 45° 01′ 22″ N. Lat. 93° 10′ 12″ W. Long. Transmitter GE, antenna GE. Legal counsel Fisher, Wayland, Duvall & Southmayd, Washington. Consulting engineer Kear & Kennedy, Washington. Applicant has bought WTCN-AM-FM Minneapolis [B•T, May 12; April 21; March 10] and is awaiting FCC approval. Principals include: President **Robert Butler** (68.63%), former U. S. ambassador to Australia and Cuba, president of Walter Butler Co., Walter Butler Shipbuilding Co., and Walter Butler Construction Co.; Vice President **Alvin Gluek** (7.84%), president of Gluek Brewing Co.; Secretary-Treasurer **Quentin David** (1.96%), general manager David Inc. Adv. Agency, St. Paul; **Bror Dahlberg** (4.9%), general advisor to board of Celotex Corp., Minneapolis; **Lester Mample** (1.96%), St. Paul district manager for GE Supply Corp.; **Samuel Lipschultz** (3.92%), St. Paul attorney.

(Continued on page 62)

TV REQUESTS

FCC Receives 24 Bids

TOTAL of new and amended television station applications filed since the FCC's Sixth Report and Order was released [B•T, April 14] rose to 64 last week when 24 applications were submitted to the Commission—more than during any other week since the TV freeze lift.

Zenith Radio Corp. amended its application and seeks Channel 2 in Chicago. It plans to spend $564,500 on construction and lose $250,000 in operating costs the first year.

KOMO Seattle filed an amended application for Channel 4. KOMO plans to spend $1,115,460 for the TV station (it already has the building) and expects the first year operating cost to be more than $1 million.

There were two applications from Honolulu, Hawaii. They came from KGU, owned by the *Honolulu Advertiser,* for Channel 4, and the owners of Royal Amusements Ltd., motion picture distributor and exhibitor, for Channel 2.

Breakdown of last week's applications shows that there were nine new requests filed—six for VHF stations and three for UHF. There were 15 amended applications, of which nine are for VHF outlets and six for UHF.

EDUCATORS MULL TV PLANS

Walker Warns of Time

WARNING that "time is running out so rapidly," FCC Chairman Paul A. Walker last week called for prompt action in the use of the 242 TV channels reserved for noncommercial educational stations in the Commission's Sixth Report [B•T, April 14].

Pledging his "full support and . . . wishes for all success" to educators, Chairman Walker made his plea for positive action on Tuesday before a two-day conference on educational TV in North Carolina at Chapel Hill. Some 200 state educational representatives attended the meeting, called by Gordon Gray, president of the consolidated U. of North Carolina, and also president of WSJS Winston-Salem, N. C. [Consolidated university includes the Women's College at Greensboro, State College at Raleigh and the U. of North Carolina at Chapel Hill.]

Seven UHF channels and one VHF channel are reserved for noncommercial educational use in North Carolina under the provisions of the Commission's Sixth Report.

Concerning FCC's decision to reserve channels, made "after impressive, comprehensive testimony by America's educators marshaled by the Joint Committee for Educational Television," Chairman Walker told the group:

"I am satisfied in my own mind that in the years to come this action will stand out as one of the most important contributions ever made to the development of American education.

Heated Competition

"If anyone doubts the value of these television channel assignments," the chairman said, "he need only observe the heated competition for the commercial assignments. In every large city we anticipate that the demand will exceed the supply. Applicants are ready not only to construct and operate stations, but in most large cities to stand the heavy expense of the hearings which are necessary to choose the best qualified applicants."

Noting that by July 1 FCC expects to have 1,000 applications on hand, Chairman Walker observed that "this demand for assignments has, in fact, been so intense that the Commission deemed it proper to attach a most important limitation to its reservation of educational channels.

"That limitation is that if the circumstances warrant it, the Commission may, at the end of one year or thereafter, change a noncommercial educational assignment to a commercial assignment," he pointed out.

The FCC chairman continued: "You educators must understand that these precious television assignments cannot be reserved for you indefinitely. . . . The need for prompt action on your part is therefore obvious."

Noting that JCET has reported some 20 schools or groups are already taking preliminary steps to make plans for the filing of applications, Chairman Walker stated: "This is encouraging progress. It proves that educational television is on the march."

Groups under way, he reported, include Ohio State U., U. of Illinois, U. of Michigan, Michigan State College, U. of Wisconsin, U. of Iowa, U. of Kansas, Kansas State College, U. of Connecticut with the Connecticut State Dept. of Education, Rutgers U. with the New Jersey State Dept. of Education, U. of Houston with the Houston public schools, as well as groups in Los Angeles, Milwaukee, Detroit, San Francisco, Chicago, Pittsburgh, St. Louis and Wichita. New York State is planning a state-wide network, he noted, with similar plans under way in Wisconsin.

TV Most Effective

Asking why advertisers "are pouring hundreds of millions of dollars" into TV, Chairman Walker said, "Certainly not for eleemosynary reasons. It is because no other medium can produce results so effectively.

"Likewise," he continued, "measuring your expenditures in terms of educational results, you cannot find a more economical investment than television."

Concensus of the meeting on educational television programs for the three institutions of the consolidated U. of North Carolina is that they are desirable provided high quality can be maintained and adequate funds for financing can be obtained. The conclusions were summarized at the final session Wednesday.

Among those present were deans and directors of the three institutions of the consolidated university, a committee of the board of trustees, representatives of the state budget bureau, of the state department of public instruction, several national foundations and adult education groups as well as special consultants.

President Gray of the consolidated university, said as far as the administration is concerned, no decision has been reached as to the feasibility of establishing television stations at any or all of the three institutions.

"There is at present no large or small money in sight for the inauguration of such programs," he said.

School Stations

Alternatives for setting up stations at the three institutions, Mr. Gray said, would be to set up one transmitting station and have three studios service it or to have no transmitter with studios at the three institutions relying on commercial stations for transmission.

Arthur S. Adams, president of the American Council on Education, told the conference that the sum needed to establish and operate educational television stations is "relatively small compared to the magnitude of the current operation in television, despite the limited number of commercial stations."

Reports also were presented by representatives of several universities with television programs already in operation. Among them were Elroy L. Stromberg, professor of psychology, Western Reserve U.; Armand L. Hunter, director of television development, Michigan State College, and Richard Hull, manager of WOI-TV, Iowa State College.

The board of regents of the U. of Wisconsin has voted to seek $100,000 from the 1953 state legislature to construct a closed circuit educational TV laboratory on the Madison campus. Such facilities would permit the university to experiment in TV techniques and to record programs on film for showing over regular commercial TV outlets.

At the same meeting, held in May, the regents set priorities on $16.3 million worth of buildings for which they also will ask the legislature.

Prof. Harold B. McCarty, director of the State Radio Council and a top supporter of state-sponsored TV, informed the regents it will cost about $200,000 to establish an educational TV outlet at Madison and about $3 million to construct a 12-station educational network, mostly UHF, connected by microwave relay. Prof. McCarty, warning of the one-year limit expected on reservations, suggested the school system establish stations at Madison and Milwaukee as a starter to show FCC that Wisconsin means business on educational TV. The 12-station network would cost about five times the cost of the state FM network now in operation, it is estimated.

Admitting that equipment and operating costs are high in television, Prof. McCarty pointed out that it still would be "one of the most economical" teaching tools. A state network, he said, should operate four to six hours a day, some of the time during school hours.

TV Cost Double FM

Cost of operating the 12-station network would be double that of the present FM setup, the regents were told. Operating cost of the latter annually is $275,000.

The construction program of $16.3 million is for 1953-55. All told, the regents are asking for $64 million in new construction by 1959.

The State Radio Council has been designated by Governor Walter Kohler Jr. to handle all state TV interests.

At a meeting on May 27, a newly-formed Wisconsin Citizens Committee for Educational Television unanimously voted to request FCC to reconsider its allocation plan and assign VHF instead of UHF channels to education in Madison, LaCrosse, Eau Claire, Wausau and Green Bay.

WISC Madison already has indicated it would prefer that the sole VHF channel at Madison (Channel 3) be reserved for educational use rather than one of the three UHF channels allocated there.

The State Radio Council pointed out that greater coverage could be obtained for each dollar spent by using VHF. The council noted that the use of VHF probably would result in a reduction of the number of transmitters needed to cover the state.

More than two dozen "well established and well-known organizations" have joined in the formation of the Wisconsin citizens' TV

(Continued on page 91)

TV SPORTS clinic held by the National Assn. of Radio and TV Station Representatives Inc. in New York May 27 included (l to r, seated): T. F. Flanagan, managing director, NARTSR; Peter James, Weed & Co.; Robert M. Gray, advertising and sales promotion manager, Esso Standard Oil Co., clinic's guest; Jack Brooke, Free & Peters Inc.; Ralph Dennis, The Katz Agency; standing, Edgar Filion, Robert Meeker Assoc.; Lloyd Griffin, Free & Peters; Lewis H. Avery and John Wade, Avery-Knodel Inc.; Robert Dooley, John Blair & Co.

TV Applications

(Continued from page 60)

and seven others with less than 1% each. Address: W-3173 First National Bank Bldg., St. Paul 1, Minn.

† **SPRINGFIELD, Mo.—Springfield Television Inc.,** Ch. 3 (60-66 mc). ERP 10 kw visual; antenna height above average terrain 544½ ft., above ground 550 ft. Estimated construction cost $272,000 first year operating cost $100,000, revenue $100,000. Studio and transmitter 999 West Sunshine St., 37° 10′ 59″ N. Lat., 93° 18′ 11″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Fisher, Wayland, Duvall & Southmayd, Washington. Consulting engineer Craven, Lohnes & Culver, Washington. Principals include: President **Lester E. Cox** (49 out of 250 shares), 49% owner of KWTO Springfield, president and 50% owner of Pioneer Adv., Springfield, vice president and 12½% owner of KOAM Pittsburg, Kan., and vice president 49½% owner of KCMO Kansas City, Mo.; Vice President **T. W. Duvall** (1 out of 250 shares), president of Springfield Newspapers (*Springfield News* and *Leader Press*) and KGBX Springfield; Treasurer **J. Gordon Wardell** (37½ out of 250 shares), general manager of KGBX; Secretary **Tams Bixby Jr.** (1 out of 250 shares), vice president of *Springfield News* and *Leader Press* and KGBX, and president and 40% owner of *Muskogee* (Okla.) *Phoenix* and *Times-Democrat*, and KBIX Muskogee, Springfield Newspapers Inc. owns 121 out of 250 shares. Address: 605 Boonville Ave., Springfield.

† **CLEVELAND, Ohio—United Bcstg. Co.,** UHF Ch. 19 (500-506 mc), ERP 223 kw visual; antenna height above average terrain 682 ft., above ground 759 ft. Estimated construction cost $593,430, first year operating cost $400,000, revenue $150,000. Studio location 5,000 Euclid Ave. Transmitter Terminal Tower Bldg., 41° 29′ 55″ N. Lat., 81° 41′ 41″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Hanson, Lovett & Dale, Washington. Consulting engineer Jansky & Bailey, Washington. Applicant is licensee of WHK-AM-FM Cleveland, WHKC-AM-FM Columbus, Ohio; WHKK Akron, Ohio, and 40% owner of WKBN-AM-FM Youngstown, Ohio. Principals include: President **Sterling E. Graham,** vice president of Forest City Publishing Co., publisher of *Cleveland Plain Dealer* and *News*, and Vice President **Paul Bellamy,** vice president, *Cleveland Plain Dealer* and *News*. All stock owned by Forest City Publishing Co. Address: 5000 Euclid Ave., Cleveland.

FARGO, N. D.—North Dakota Bcstg. Co., Ch. 13 (210-216 mc), ERP 5.783 kw visual; antenna height above average terrain 386 ft., above ground 420 ft. Estimated construction cost $152,185, first year operating cost $120,000, revenue $144,000. Studio and transmitter location on U. S. Highway 81, 4 mi. South of jct. with U. S. 10, 46° 48′ 55″ N. Lat., 96° 47′ 58″ W. Long. Transmitter DuMont, antenna RCA. Legal counsel Prince, Taylor & Crampton, Washington. Consulting engineer Lloyd R. Amoo, Des Moines. Applicant is licensee of KSJB Jamestown, N. D., and KCJB Minot, N. D. Principal stockholder is John W. Boler, owner of KSJB and president of KCJB. Address: North Dakota Bcstg. Co., Minot, N. D.

† **DAYTON, Ohio—Skyland Bcstg. Co.,** UHF Ch. 22 (518-524 mc), ERP 206.4 kw visual; antenna height above average terrain 500 ft., above ground 449 ft. Estimated construction cost $349,378, first year operating cost and revenue not estimated. Studio and transmitter location near Lebanon Pike, 5½ mi. South of center of Dayton, 39° 40′ 03″ N. Lat., 84° 10′ 01″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Fly, Shuebruk & Blume, New York. Consulting engineer George P. Adair, Washington. Applicant is licensee of WONE and WTWO (FM) Dayton. Principals include: President **Ronald B. Woodyard** (18%); Vice President **Loren M. Berry** (12.3%), president, L. M. Berry Co., Winnepeg, Canada, and Buckeye Lumber Co., Dayton; **Col. Gustav Hirsch** (12.3%), 99% owner of Gustav Hirsch Engineering & Construction Co., and Treasurer **James F. Gallaher** (8%), chairman of the board and 51% owner of Gallaher Drug Co. Address: 5 South Jefferson St., Dayton 2, Ohio.

† **CHAMBERSBURG, Pa. — Chambersburg Bcstg. Co.,** UHF Ch. 46 (662-668 mc), ERP 104 kw visual; antenna height above average terrain 1,153 ft., above ground 167 ft. Estimated construction cost $245,532, first year operating cost $90,000, revenue $75,000. Studio location Craft Press Bldg. Transmitter location on Appalachian Train, Snowy Mtn., 1 mi. South of South Mountain Sanitarium, 39° 50′ 02″ N. Lat., 77° 29′ 41″ W. Long. Transmitter GE, antenna GE. Legal counsel Loucks, Zias, Young & Jansky, Washington. Consulting engineer Kear & Kennedy, Washington. Applicant is licensee of WCHA Chambersburg. Principals include: President **C. M. Cassel** (8.2%); Vice President **John S. Booth** (32.6%), general manager of WCHA; Secretary-Treasurer **M. O. Warrenfeltz** (8.2%), and **T. K. Cassel** (25.8%), owner of WATS Sayre, Pa., and 99% owner of WDAD Indiana, Pa. Address: Craft Press Bldg., Chambersburg.

† **LANCASTER, PA.—Peoples Bcstg. Co.,** Ch. 8 (180-186 mc), ERP 316 kw visual; antenna height above average terrain 379 ft., above ground 427 ft. Estimated constructed cost $323,000, first year operating cost $440,000, revenue $640,000. Studio location 252 N. Queen St. Transmitter Gypsy Hill Road, 2.4 mi. SE of Lancaster, 40° 01′ 11″ N. Lat., 76° 16′ 39″ W. Long. Transmitter DuMont, antenna RCA. Legal counsel Arthur Scharfeld and Stephen Tuhy Jr., Washington. Consulting engineer Commercial Radio Equipment Co., Washington. Applicant is licensee of WLAN Lancaster. Principals include: President Frank H. Altdoeffer (80.9%), general manager of WLAN; Vice President Samuel M. Altdoeffer (6.6%), and Secretary-Treasurer Barbara Altdoeffer (12.5%). Address: 252 N. Queen St., Lancaster.

† **YORK, Pa.—Susquehanna Bcstg. Co.,** UHF Ch. 43 (644-650 mc), ERP 171 kw visual; antenna height above average terrain 527 ft., above ground 417 ft. Estimated construction cost $305,480, first year operating cost $195,000, revenue $161,480. Studio 53 N. Duke St., York. Transmitter State Highway 24, 2½ mi. south of York, 39° 56′ 25″ N. Lat., 76° 41′ 59″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Loucks, Zias, Young & Jansky, Washington. Consulting engineer George C. Davis, Washington. Applicant is licensee of WSBA York. Principals include: President **Louis J. Appell Jr.,** Executive Vice President **Walter J. Rothensies,** Vice President (Mrs.) **Helen P. Appell,** Secretary **Philip H. Kable** and Treasurer **George N. Appell.** All stock is owned by estate of Louis J. Appell, deceased, and is voted by (Mrs.) Helen P. Appell, Louis J. Appell Jr., George N. Appell and York National Bank & Trust Co., trustees. The Messrs. Appell, Mrs. Appell, and Messrs. Kable and Rothensies are also principals in L. A. B. Realty Co. (owner and operator of properties in York and vicinity), Penn York Adv. Inc. (outdoor advertising) and Pfaltzgraff Pottery Co. (wide variety of clay products). Address: 53 N. Duke St., York.

JACKSON, Tenn.—Dixie Bcstg. Co., Ch. 9 (186-192 mc), ERP 57.7 kw visual; antenna height above average terrain 344 ft., above ground 244 ft. Estimated construction cost $181,750, first year operating cost $130,000, revenue $145,000. Studio and transmitter location 3.2 mi. north of Madison County Courthouse, 35° 39′ 50″ N. Lat., 88° 49′ 20″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Prince, Taylor & Crampton, Washington. Consulting engineer Kear & Kennedy, Washington. Applicant is licensee of WDXI Jackson. Principals include: President **Aaron B. Robinson** (57.3%), who also has controlling interest in WENK Union City, Tenn., WTPR Paris, Tenn., 550 out of 1200 shares of WCMA Corinth, Miss., and is sole owner of WDXE Lawrenceburg; Vice President **Dr. Frank M. Davis** (6.6%), half-owner of Davis Clinic, Corinth, Miss.; Vice President **Harley H. Moses** (6.6%), owner of Moses Oil & Auto Supply Co.; **Harold L. Simpson** (6.6%), owner of Simpson's Super Stores (food store chain), Jackson; Treasurer **Cecil G. Murdock** (6.6%), owner of Dr. Pepper Bottling Co. Corinth; **Dave M. Palmer Jr.** (6.6%) general manager Bell Coal & Trans. Co., Corinth; **D. F. Prince,** Washington attorney with Prince, Taylor, Crampton, and three minority stockholders. Address: Williams Bldg. Jackson, Tenn.

† **SEATTLE, Wash.—Fisher's Blend Station Inc.,** Ch. 4 (66-72 mc), ERP 100 kw visual; antenna height above average terrain 841 ft., above ground 880 ft. Estimated construction cost $1,115,460, first year operating cost $1,001,979, revenue $1,110,400. Studio and transmitter 100 4th Ave. North 47° 37′ 09″ N. Lat., 122° 20′ 51″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Fisher, Wayland, Duvall & Southmayd, Washington. Consulting engineer A. D. Ring & Co., Washington. Applicant is licensee of KOMO-AM-FM Seattle. Fisher Flouring Mills Co. is sole owner. Principals include: Director **O. D. Fisher;** President **G. W. Fisher;** Vice President **D. A. Fisher,** and Vice President **W. W. Warren,** general manager of KOMO. Address: 100 4th Ave. North, Seattle.

† **SPOKANE, Wash.—KHQ Inc.,** Ch. 6 (82-88 mc), ERP 100 kw visual; antenna height above average terrain 1,0[illegible] ft., above ground 826 ft. Estimated construction cost $331,896, first year operating cost $195,000, revenue $[illegible]000. Studio location Radio Central Bldg. Transmitter location 4102 Regal St., 47° 37′ 00″ N. Lat., 117° 22′ 30″ W. Long. Transmitter GE, antenna GE. Legal counsel Kirkland, Fleming, Green, Martin & Ellis, Washington. Consulting engineer George C. Davis, Washington. Applicant is licensee of KHQ Spokane. Principals include: President **Richard O. Dunning,** general manager of KHQ. Sole stockholder of KHQ is *Spokane Daily Chronicle,* of which **W. H. Cowles** is president. Address: 700 Radio Central Bldg.

SPOKANE, Wash.—Louis Wasmer, Ch. 2 (54-60 mc), ERP 100 kw visual; antenna height above average terrain 781 ft., above ground 712 ft. Estimated construction cost $426,570, first year operating cost $312,000, revenue $185,000. Studio and transmitter location 41st and Regal, 47° 36′ 56″ N. Lat., 117° 22′ 06″ W. Long. Transmitter GE, antenna GE. Legal counsel McKenna and Wilkinson, Washington. Consulting engineer Robert M. Silleman, Washington. Applicant is licensee of KSPO Spokane (but has bought KREM Spokane and sold KSPO, both transactions awaiting FCC approval), owns 43% of KOL Seattle and 22% of KXLL Missoula, Mont. Mr. Wasmer formerly owned KHQ and KGA, both in Spokane. Address: Davenport Hotel.

† **OSHKOSH, Wis.—Oshkosh Bcstg. Co.,** Ch. 48 (674-680 mc), ERP 1.31 kw visual; antenna height above average terrain 313 ft., above ground 344 ft. Estimated construction cost $133,839, first year operating cost $80,000, revenue $120,000. Studio and transmitter location 1235 Bowen St., Oshkosh, 44° 02′ 46″ N. Lat., 88° 32′ 43.6″ W. Long. Transmitter GE, antenna GE. Legal counsel Frederick A. Collatz, St. Paul. Consulting engineer Nathan Williams, Oshkosh. Applicant is licensee of WOSH Oshkosh and WSHB Stillwater, Minn. Principals include: **William F. Johns Jr.** (51%); **William F. Johns Sr.** (17%); **Penrose H. Johns** (17%), and **Frederick Renshaw** (15%). Address: Oshkosh Bcstg. Co., Oshkosh, Wis.

HONOLULU, Hawaii — Advertiser

(Continued on page 71)

EXAMINING the new external cavity-tuning Klystron power tube used in the DuMont 5 kw UHF-TV transmitter undergoing tests at Allen B. DuMont Labs. in Passaic, N. J., are (l to r) Gene Chennault, Sheldon W. Anderson, William H. Sayer Jr., and John P. Hearne. Mr. Sayer, a DuMont engineer, is explaining advantages of the Klystron tube to Messrs. Chennault, Anderson and Hearne, owners of KCOK Tulare, Calif. KCOK has ordered the DuMont UHF transmitter in anticipation of its entry into UHF-TV.

SITTING IN ON THE POLITICAL SCENE

This July is a month to be marked in history. When the curtain goes up on the national political conventions in Chicago, people from coast to coast can watch the nomination of presidential candidates.

In seven short years the Bell System has expanded the intercity television network so that it is now possible for 99% of the television viewers across the nation to watch the same program simultaneously. Behind this expansion is a story of achievement. Radio-relay and coaxial cable routes were planned and built. Special equipment was designed, tested and perfected. And men of special talents were trained in its special use.

The present value of the network, furnished by the Long Lines Department of the American Telephone and Telegraph Company and the Bell Telephone Companies, is about $90,000,000. Yet the cost of service is low. The telephone companies' total network charges average about 10 cents a mile for a half hour of program time.

BELL TELEPHONE SYSTEM

Providing transmission channels for intercity radio and television broadcasting today and tomorrow

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KFMB-AM
550 - K.C.
John A. Kennedy, owner
Howard L. Chernoff, Gen. Mgr.
Represented by The Branham Co.

WRS' Priority Plan

(Continued from page 59)

with priorities 2 and 4 at a much earlier date."

Similarly, one-station Pittsburgh, which under FCC's temporary processing procedure falls near the end of the B group city listings and is the last city on the list for all of Pennsylvania, ranks fifth on the Westinghouse's city area list. On the metropolitan area list, Pittsburgh ranks first.

In its petition, Matta Broadcasting contends the Sixth Report "arbitrarily and capriciously" denies Channel 4 at Braddock (Pittsburgh area) by changing the assignment of WLWC from Channel 3 to Channel 4. The petition points out that Channel 4 could be assigned to Braddock in accordance with the Commission's minimum spacing rule by changing WLWC to Channel 10 and switching WBNS-TV from Channel 10 to Channel 4.

Braddock's post office is 169.39 miles from the transmitter of WLWC at Columbus.

Distance from Braddock's post office to the transmitter of WBNS-TV is 170 miles, the petition asserts, thus permitting Channel 4 to be assigned to both Braddock and Columbus. Thus, "an additional television service . . . could be made available to the public," FCC was informed.

Not to permit this added channel use, Matta Broadcasting contends, is "contrary to the Commission's own 'priorities' in this proceeding."

The petition further notes that under the Commission allocation, Channel 4 at Columbus for WLWC is only 159.043 miles from the transmitter of WWJ-TV Detroit instead of the required 170 miles. Under the Matta Broadcasting plan, assigning Channel 4 to WBNS-TV, the transmitter separation with WWJ-TV is increased to 162.9 miles.

Permitting "sub-minimal co-channel mileage separations in favor of existing licensees and permittees—which in itself constitues an arbitrary and unlawful discrimination in favor of existing licensees and permittees," the petition charges, "does not legalize the Commission's proposed assignment of Channel 4 to WLWC for two reasons: (1) no existing licensee or permittee is presently authorized to operate on Channel 4 at Columbus, Ohio; and (2) the co-channel separation of WLWC on Channel 3 (from WDTV at Pittsburgh) of 162.459 miles would be *reduced* to a co-channel separation on Channel 4 (from WWJ-TV at Detroit) of 159.043 miles."

Matta Broadcasting further contends the Commission's refusal to allocate Channel 4 at Braddock is illegal because of the FCC's failure to give adequate legal notice of the bases of its action as required under the Administrative Procedure Act.

"Fundamentally," the petition argues, "the lack of adequate legal notice to petitioner . . . derives from the failure of the Commission to adopt technical standards for television stations before requiring interested persons to plead to the Commission's proposed specific allocation table of assignments of television channels."

PRINCIPALS in Ziv Television Programs Inc. sales expansion, announced by M. J. Rifkin, sales vice president, are (l to r): Michael M. Sillerman, eastern sales manager who also will head New York sales; Martin Katz, formerly with WOR-TV, now New York account executive; Mr. Rifkin; Vincent Van Beuren, formerly with Bothwell Adv., now New York account executive for TV drug cooperative programs; Russell Clancy, New York account executive.

Right to "full and fair hearing . . . was debased in this proceeding to a guessing game in which petitioner had, at its peril, to guess which of the infinite possible technical standards the Commission might adopt—simultaneously with its decision on allocations of channels—and to base its participation herein on such a guess," the petition contends.

Another principal assertion of the Matta Broadcasting petition is that the city-to-city mileage separation requirement "is an arbitrary principle of channel assignment and unlawfully deprives Braddock . . . of the use of Channel 4."

The petition notes "it is clear from the Commission's general observations that the 'assignment spacing' requirement was adopted solely for the convenience of the Commission in preparing an assignment table and without regard to the effect of the principle on the public interest involved in specific allocation problems."

"The city-to-city co-channel spacing does not determine the coverage of potential television stations or interference between such stations in different communities," the petition observes, stating that "objections to the co-channel minimum city-to-city spacing on the ground of irrelevance were registered in this proceeding but, while the Commission acknowledged the filing of these objections . . . the Sixth Report and Order disregarded them."

Zenith Radio Corp. contends in its petition that FCCs proposal to switch WBKB (TV) Chicago from Channel 4 to Channel 2 in order to reduce interference and "effect the maximum utilization" of VHF channels "presents only a problem of preferment of Balaban & Katz Corp. [WBKB], which had never applied for any authorization on Channel 2, over those such as Zenith who have had long-pending applications for authorization on Channel 2."

"Such substitution does not reduce interference, make available a reasonable number of channels or effect a maximum utilization of VHF channels," Zenith contends, "since these factors are unchanged whether it is Balaban & Katz, Zenith, or some other applicant" who is granted Channel 2.

Zenith notes that FCC, coincident with the Sixth Report, issued a memorandum opinion and order pointing out that determinations made in the Sixth Report required amendment of Zenith's application and rendered moot an earlier petition seeking clarification of Channel 2's status. The memorandum said that Zenith, if it filed a properly amended application under the rules of the Sixth Report, may at the time again raise the question of its status and the status of Balaban & Katz respecting Channel 2.

Maintenance of the *status quo* of Channel 2, until comparative hearings among all applicants were held, "would not appear to prejudice significantly the public interest" or rights of any parties, Zenith contends. It would mean a brief continuance in Chicago "and a few affected localities of conditions which have in any event been in existence since the imposition of the 'freeze'." WBKB would continue temporarily on Channel 4 and WTMJ-TV Milwaukee would continue for that time on Channel 3, rather than switching to Channel 4 as proposed, the petition notes.

Another reason for maintaining the *status quo*, according to Zenith, concerns the proposed sale of WBKB by Paramount's Balaban & Katz to CBS, contingent upon the approval for merger of ABC and United Paramount Theatres.

Zenith says that Balaban & Katz actually holds only a "temporary license" to operate commercially upon Channel 4 for two reasons: (1) FCC has been unable to determine the renewal of license of WBKB and (2) when FCC issued it's Third Notice of allocations pro-

(Continued on page 68)

3 things you need...

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WFBM-TV
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Yesterday . . . .

On May 30, 1949 there were 2500 Sets in WFBM-TV's coverage area.

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In planning your TV coverage remember to TAKE A CLOSE LOOK at the Central Indiana Market—COMPLETELY COVERED by WFBM-TV.

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'Lucy' Tops ... Two Rating...

(Report 219...

'Lucy' Still Heads Nielsen List on TV

NATIONAL ratings for top 10 television programs for the two weeks ending May 10 have been released by A. C. Nielsen Co. as follows:

NUMBER OF TV HOMES REACHED

Rank	Program	Homes (000)
1	I Love Lucy (CBS)	10,200
2	Red Skelton (NBC)	7,527
3	Colgate Comedy Hour (NBC)	6,998
4	Arthur Godfrey & Friends (Liggett & Myers) (CBS)	6,887
5	Goodyear TV Playhouse (NBC)	6,522
6	Texaco Star Theatre (NBC)	6,431
7	You Bet Your Life (NBC)	6,283
8	Fireside Theatre (NBC)	6,198
9	Your Show of Shows (R. J. Reynolds) (NBC)	6,080
10	Your Show of Shows (Participating) (NBC)	5,788

PER CENT OF TV HOMES REACHED IN PROGRAM STATION AREAS

Rank	Program	Homes %
1	I Love Lucy (CBS)	60.8
2	Arthur Godfrey's Scouts (CBS)	50.0
3	Red Skelton (NBC)	46.2
4	Arthur Godfrey & Friends (Liggett & Myers) (CBS)	45.3
5	Colgate Comedy Hour (NBC)	42.6
6	Pabst Blue Ribbon Bouts (CBS)	40.5
7	Goodyear TV Playhouse (NBC)	40.1
8	Your Show of Shows (R. J. Reynolds) (NBC)	40.1
9	Texaco Star Theatre (NBC)	40.0
10	Your Show of Shows (Participating) (NBC)	39.8

Copyright 1952 by A. C. Nielsen Co.

* * *

WTOP-TV Announces New Rate Card No. 3

IN ANNOUNCING a rate increase of 27% for Class A time and 16.5% for Class A announcements, WTOP-TV Washington reports a circulation increase of 39%, according to George Hartford, vice president in charge of sales. Class A time goes from $550 to $700 per hour and Class A announcements from $120 to $140, effective June 15, Mr. Hartford said.

WTOP-TV's new rate card No. 3 is based on an estimated 370,000 TV sets in operation in the Washington area, whereas rate card No. 2, which has been in effect since May 15, 1951, is based on 265,250 sets, Mr. Hartford said.

Anticipating extension of the broadcast day, WTOP-TV introduces Class D on its new rate card at $250 per hour base rate for periods from sign-on to 4 p.m. The station also announces a new volume discount of 45% after other earned discounts for 12 or more daytime and specified nighttime announcements per week and allows a maximum of four Class A station identifications. Advertiser protection lasts to Dec. 31, 1952.

* * *

L. A. Elementary Schools Plan Classroom Test

TWENTY-FIVE Los Angeles elementary schools will try out TV in classrooms next fall, according to Mrs. Margaret W. Divisia, supervisor of the system's audio-visual department.

There will be two 20-inch sets in each classroom in the scattered schools at start of experiment ... "discover worthwhile educational experiences which can be furnished the pupils," she explained.

Tests will be made from kindergarten through sixth grade with telecasts varying from "journeys around the community" to history, science, geography, art, music and language instructions. Shut-in students will also be able to get the instruction in their homes.

* * *

ARB Lists 'Lucy' As Top TV Program

HEADING the American Research Bureau television rating list for viewing from May 1-7 was CBS Television's *I Love Lucy*, with a rating of 65.3 and viewing in more than 11 million homes. ARB figures were:

	Program	Rating %
1.	I Love Lucy (CBS)	65.3
2.	Talent Scouts (CBS)	62.6
3.	You Bet Your Life (NBC)	52.6
4.	Godfrey & Friends (CBS)	51.6
5.	Blue Ribbon Bouts (CBS) (Davey vs. Vejar)	46.1
6.	Red Skelton (NBC)	42.3
7.	My Friend Irma (CBS)	42.0
8.	Show of Shows (NBC)	42.0
9.	What's My Line? (CBS)	41.5
10.	Star Theatre (NBC)	41.3

	Program	Homes (000)
1.	I Love Lucy (CBS)	11,160
2.	You Bet Your Life (NBC)	8,810
3.	Godfrey & Friends (CBS)	7,770
4.	Red Skelton (NBC)	7,750
5.	Show of Shows (NBC)	7,750
6.	Blue Ribbon Bouts (CBS) (Davey vs. Vejar)	7,610
7.	Star Theatre (NBC)	7,590
8.	Talent Scouts (CBS)	6,880
9.	Robert Montgomery (NBC)	6,620
10.	Fireside Theatre (NBC)	6,610

Weekly Television Summary—JUNE 9, 1952—TELECASTING SURVEY

City	Outlets On Air	Sets in Area
Albuquerque	KOB-TV	14,400
Ames	WOI-TV	91,207
Atlanta	WAGA-TV, WSB-TV WLTV	185,000
Baltimore	WAAM, WBAL-TV, WMAR-TV	385,867
Binghamton	WNBF-TV	70,000
Birmingham	WAFM-TV, WBRC-TV	90,000
Bloomington	WTTV	144,000
Boston	WBZ-TV, WNAC-TV	895,141
Buffalo	WBEN-TV	268,127
Charlotte	WBTV	152,096
Chicago	WBKB, WENR-TV, WGN-TV, WNBQ	1,145,984
Cincinnati	WCPO-TV, WKRC-TV, WLWT	348,000
Cleveland	WEWS, WNBK, WXEL	613,548
Columbus	WBNS-TV, WLWC, WTVN	277,000
Dallas-Ft. Worth	KRLD-TV, WFAA-TV, WBAP-TV	171,791
Davenport Quad Cities	WOC-TV Include Davenport, Moline, Rock Isc., E. Moline	110,700
Dayton	WHIO-TV, WLWD	235,000
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	750,000
Erie	WICU	162,384
Ft. Worth-Dallas	WBAP-TV, KRLD-TV, WFAA-TV	171,791
Grand Rapids	WOOD-TV	217,081
Greensboro	WFMY-TV	113,034
Houston	KPRC-TV	141,000
Huntington-Charleston	WSAZ-TV	90,565
Indianapolis	WFBM-TV	235,000
Jacksonville	WMBR-TV	58,000
Johnstown	WJAC-TV	151,775
Kalamazoo	WKZO-TV	223,992
Kansas City	WDAF-TV	206,598
Lancaster	WGAL-TV	150,093
Lansing	WJIM-TV	93,000
Los Angeles	KECA-TV, KFI-TV, KLAC-TV, KNBH KNXT, KTLA, KTTV	1,252,184
Louisville	WAVE-TV, WHAS-TV	150,148
Matamoros (Mexico)-Brownsville, Tex.	XELD-TV	20,200
Memphis	WMCT	132,226
Miami	WTVJ	116,800
Milwaukee	WTMJ-TV	322,660
Minn.-St. Paul	KSTP-TV, WTCN-TV	322,100
Nashville	WSM-TV	68,418
New Haven	WNHC-TV	274,800
New Orleans	WDSU-TV	92,177
New York-Newark	WABD, WCBS-TV, WJZ-TV, WNBT WOR-TV, WPIX, WATV	3,859,409
Norfolk	WTAR-TV	115,100
Oklahoma City	WKY-TV	129,427
Omaha	KMTV, WOW-TV	127,913
Philadelphia	WCAU-TV, WFIL-TV, WPTZ	1,943,000
Phoenix	KPHO-TV	59,200
Pittsburgh	WDTV	393,200
Providence	WJAR-TV	214,000
Richmond	WTVR	126,342
Rochester	WHAM-TV	144,000
Rock Island Quad Cities	WHBF-TV Include Davenport, Moline, Rock Isc., E. Moline	99,952
Salt Lake City	KDYL-TV, KSL-TV	76,652
San Antonio	KEYL- WOAI-TV	80,423
San Diego	KFMB-TV	132,250
San Francisco	KGO-TV, KPIX, KRON-TV	376,500
Schenectady-Albany-Troy	WRGB	299,800
Seattle	KING-TV	144,200
St. Louis	KSD-TV	298,000
Syracuse	WHEN, WSYR-TV	177,581
Toledo	WSPD-TV	174,000
Tulsa	KOTV	101,754
Utica-Rome	WKTV	78,000
Washington	WMAL-TV, WNBW, WTOP-TV, WTTG	363,543
Wilmington	WDEL-TV	114,870

Total Markets on Air 64* Stations on Air 109* Estimated Sets in Use 17,220,049

* Includes XELD-TV Matamoros, Mexico

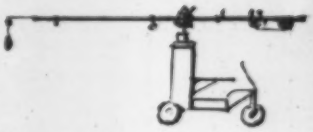
Editor's Note: Totals for each market represent estimated sets within television area. Where coverage areas overlap set counts may be partially duplicated. Sources of set estimates are based on data from dealers, distributors, TV circulation committees, electric companies and manufacturers. Since many are compiled monthly, some may remain unchanged in successive summaries. Total sets in all areas are necessarily approximate.

MORE in BaltiMORE on WMAR-TV

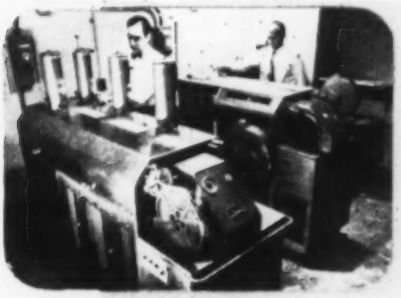
A long shot of WMAR-TV's large studio in full action shows four sets in use. The picture was taken during telecast of the 7-hours-a-week "National Revue."

Of the over 100 hours of weekly programming on WMAR-TV, CBS, the world's leading television network, supplies more than half.

The smaller studio is equipped with a full-scale working kitchen. Ann Mar is here conducting "The Woman's Angle", a popular daily program.



WMAR-TV's two remote units, employing five IV field cameras, have covered more than 1400 events to date.



WMAR-TV is a big film producer, as shown by these two Houston Processors. Its daily newsreel alone has filmed some 8600 news stories since inception.

Weekly Quarter Hour Firsts

	WMAR-TV	Station A.	Station B
11:00 A.M. to 6:00 P.M.	90	56	47
6:00 P.M. to 11:00 P.M.	74	50	16
	164	106	63

The box score of WMAR-TV's Maryland leadership, according to April A.R.B., is 164 quarter-hour firsts of the week's 333 when all three Baltimore television stations are on-the-air.

***In Maryland, most people watch* WMAR-TV**

SUNPAPERS TELEVISION

CHANNEL 2 ★ BALTIMORE, MD.

***Represented by* THE KATZ AGENCY, INC.** *NEW YORK • DETROIT • KANSAS CITY • SAN FRANCISCO*

CHICAGO • ATLANTA • DALLAS • LOS ANGELES ★ TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM

WRS' Priority Plan

(Continued from page 64)

posing to delete Channel 4 at Chicago, "any license held by Balaban & Katz . . . became subject to the infirmity that the Commission might finalize its proposed deletion of Channel 4." This was done by the Sixth Report, Zenith indicated.

Zenith contends, therefore, that the Commission "may not now . . . give its consent to the transfer from Balaban & Katz Corp. to Columbia of a license which, since March 1951, has been infirm and which, since the issuance of the Commission's overriding Sixth Report and Order, is foredoomed to early, inevitable cancellation. What Balaban & Katz proposes to transfer to Columbia (apart from its physical facilities) is not a license but a legal argument that the transferree should have an important competitive advantage in any contest for Channel 2 in Chicago."

Dr. Forbes Farms, in seeking the allocation of Channel 14 to Palm Springs, points out that the nearest channel is located at San Bernardino, 47 miles distant. Palm Springs' population is 7,428, the petition explains, noting, however, that the allocation table provides for channels to about 350 cities, or about one-third of the total number of cities which have smaller population than Palm Springs.

In opposing the WHPE petition, Havens & Martin points out that the use of Channel 6 at High Point would cause interference to WTVR's Grade B service area and interfere with the use of Channel 6 at Wilmington, N. C.

Havens & Martin's petition notes that "in the High Point petition a great deal of emphasis is placed upon the fact that there is already a VHF station in operation in the general area, a considerable number of VHF receiving sets are located in the vicinity and a UHF broadcaster would face great hardships under the circumstances. In fact, from the general tenor of this petition, the conclusion is inescapable that The High Point Enterprise Inc. is motivated by the desire to go through the revolving door of television broadcasting on someone else's push rather than to undertake such pioneering in the area as might be required of a UHF broadcaster."

Following are given the two priority listings suggested by Westinghouse, based upon use of the television service factor (population divided by number of existing stations). The first list is based on city population, the second on metropolitan area populations. Only those cities given in FCC's city priority groups B-2 through B-5 are included [B•T, May 26].

* * *

CITIES RECEIVING TV SERVICE
(Combined List of Cities in FCC Lists B2, B3, B4 and B5)

CITY AREA

City	Population (TV Channels)	TV Service Factor
New York	7,891,557 (6)	1315.0
Chicago	3,620,962 (4)	907.5
St. Louis	856,796 (1)	856.7
Philadelphia	2,071,605 (3)	690.0
Pittsburgh	676,806 (1)	676.8
Buffalo-Niagara Falls	671,004 (1)	671.0
Milwaukee	637,392 (1)	637.3
Detroit	1,849,568 (3)	616.5
Houston, Tex.	596,163 (1)	596.0
New Orleans	570,445 (1)	570.4
Seattle	467,591 (1)	467.5
Kansas City, Mo.	456,622 (1)	456.6
Indianapolis	427,173 (1)	427.1
Minneapolis-St. Paul	833,067 (2)	416.5
Boston	801,444 (2)	400.7
Memphis, Tenn.	396,000 (1)	396.0
San Francisco-Oakland	1,159,932 (3)	386.6
Norfolk-Portsmouth-Newport News	335,910 (1)	335.9
San Diego	334,487 (1)	334.4
Rochester	332,488 (1)	332.4
Baltimore	949,708 (3)	316.5
Cleveland	914,808 (3)	304.9
Toledo	303,616 (1)	303.6
Albany-Schenectady-Troy	299,091 (1)	299.0
Los Angeles	1,970,358 (7)	281.5
Fort Worth, Tex.	278,778 (1)	278.7
Miami	249,276 (1)	249.2
Providence	248,674 (1)	248.6
Oklahoma City	243,504 (1)	243.5
Richmond, Va.	230,310 (1)	230.3
Jacksonville, Fla.	204,517 (1)	204.5
San Antonio	408,442 (2)	204.2
Washington, D. C.	802,178 (4)	200.5
Louisville, Ky.	369,129 (2)	184.5
Tulsa, Okla.	182,740 (1)	182.7
Des Moines	177,965 (1)	177.9
Hartford, Conn.	177,397 (1)	177.3
Grand Rapids	176,515 (1)	176.5
Nashville, Tenn.	174,307 (1)	174.3
Cincinnati	503,998 (3)	167.9
New Haven, Conn.	164,443 (1)	164.4
Birmingham, Ala.	326,027 (2)	163.0
Tacoma, Wash.	143,673 (1)	143.6
Utica-Rome, N. Y.	143,213 (1)	143.2
Charlotte, N. C.	134,042 (1)	134.0
Erie, Pa.	130,803 (1)	130.8
Omaha	251,117 (2)	125.5
Columbus, Ohio	375,901 (3)	125.3
Dayton	243,872 (2)	121.9
Dallas	434,462 (2)	117.2
Atlanta	331,314 (3)	110.4
Wilmington	110,356 (1)	110.3
Phoenix	106,818 (1)	106.8
Albuquerque	96,815 (1)	96.8
San Jose, Calif.	95,280 (1)	95.2
Lansing	92,129 (1)	92.1
Salt Lake City	182,121 (2)	91.5
Winston-Salem	87,811 (1)	87.8
Huntington	86,353 (1)	86.3
Binghamton, N. Y.	80,674 (1)	80.6
Davenport, Ia.-Rock Island-Moline, Ill.	160,656 (2)	80.3
Altoona, Pa.	77,177 (1)	77.1
Greensboro, N. C.	74,389 (1)	74.3
Lancaster, Pa.	63,774 (1)	63.7
Johnstown, Pa.	63,232 (1)	63.2
Kalamazoo, Mich.	57,704 (1)	57.7
Petersburg, Va.	35,054 (1)	35.0
Ogden, Utah	57,112 (2)	28.5
Bloomington, Ind.	28,163 (1)	28.1
Ames, Iowa	22,898 (1)	22.8
Mesa, Ariz.	16,790 (1)	16.7
Provo, Utah	28,937 (2)	14.5

METROPOLITAN AREA

City	Population (TV Channels)	TV Service Factor
Pittsburgh	2,213,236 (1)	2213.2
New York (Newark)	12,911,994 (7)	1844.5
St. Louis	1,681,281 (1)	1681.2
Chicago	5,495,364 (4)	1376.4
Philadelphia	3,671,048 (3)	1223.6
Boston	2,369,986 (2)	1184.5
Buffalo-Niagara Falls	1,089,230 (1)	1089.2
Detroit	3,016,197 (3)	1005.4
Milwaukee	871,047 (1)	871.0
Kansas City	814,357 (1)	814.3
Houston	806,701 (1)	806.7
San Francisco-Oakland	2,240,767 (3)	746.9
Providence	737,203 (1)	737.2
Seattle	732,992 (1)	733.0
New Orleans	683,405 (1)	683.4
Los Angeles	4,367,911 (7)	623.9
Minneapolis-St. Paul	1,116,509 (2)	558.3
San Diego	556,808 (1)	556.8
Indianapolis	551,777 (1)	551.8
Albany-Schenectady-Troy	514,490 (1)	514.5
Miami, Fla.	495,084 (1)	495.1
Cleveland, Ohio	1,465,511 (3)	488.5
Rochester	487,632 (1)	487.6
Memphis	482,393 (1)	482.4
Norfolk-Portsmouth-Newport News	446,200 (1)	446.2
Baltimore	1,337,373 (3)	445.8
Toledo	395,551 (1)	395.6
Hartford	338,081 (1)	338.1
Washington	1,464,089 (4)	366.0
Fort Worth	361,253 (1)	361.3
Phoenix	331,770 (1)	331.8
Richmond	328,050 (1)	328.1
Oklahoma City	325,352 (1)	325.4
Nashville	321,758 (1)	321.8
Dallas	614,799 (2)	307.4
Jacksonville	304,029 (1)	304.0
Cincinnati	904,402 (3)	301.5
Johnstown, Pa.	291,354 (1)	291.4
San Jose, Calif.	290,547 (1)	290.5
Louisville	576,900 (2)	288.5
Grand Rapids	288,292 (1)	288.3
Birmingham	558,928 (2)	279.5
Wilmington, Del.	268,387 (1)	268.4
New Haven	264,622 (1)	264.6
San Antonio	500,460 (2)	250.2
Huntington	245,795 (1)	245.8
Lancaster	234,717 (1)	234.7
Dayton	457,333 (2)	228.7
Des Moines	226,010 (1)	226.0
Atlanta	671,797 (3)	223.9
Erie, Pa.	219,388 (1)	219.4
Charlotte, N. C.	197,052 (1)	197.1
Greensboro, N. C.	191,057 (1)	191.1
Omaha	366,395 (2)	183.2
Binghamton, N. Y.	184,698 (1)	184.7
Lansing	172,941 (1)	172.9
Columbus, Ohio	503,410 (3)	167.8
Winston-Salem	146,135 (1)	146.1
Albuquerque	145,673 (1)	145.7
Altoona, Pa.	139,514 (1)	139.5
Salt Lake City	274,895 (2)	137.4
Kalamazoo	126,707 (1)	126.7
Davenport, Ia.-Rock Island-Moline	234,256 (2)	117.1
Ogden, Utah	83,319 (2)	41.7

WPIX (TV) CUTS

Summer Rates Se

REDUCTION of about 50% i regular rates for certain program and participations, effective Jun 15 to Sept. 14, was announce last week by WPIX (TV) Ne York.

The hot-weather rate offers 2 eight-second identification spot on a run-of-the-station basis fo $500 or 60 such spots per seven-da week for $1,000. Individual spot normally are $30 each.

Packages to be offered at a decrea are *Matinee Newsreel, Sunday Fil Theatre, Star Film Theatre, Six-Gu Playhouse, Movietime* and *Night On Theatre*, all movie features; *Telepor Digest*, with Harry Wismer; and *It Hap pened This Week*, a Sunday news re view.

Matinee Newsreel is offered at $1 per program. *It Happened This Week* is offered as a flat $10,000 package fo 13 weeks. *Six-Gun Playhouse* limited to participations of 60 second or less.

CBS-TV Names Banker

ROBERT M. BANKER, unit ma ager of CBS Television's dramat series, *Studio One*, has been a pointed casting director for th network, effective today (Monday Mr. Banker replaces Robert Frey resigned. After serving as accou executive on *Studio One* for t Murray Martin public relatio firm, Mr. Banker joined CBS-T in 1950.

Washington Watches Movies

TWO TOP PACKAGES AVAILABLE

WNBW is offering for sale a series of 26 first-run mystery films, to be shown at 11:05 p.m. Fridays, and the second run of 26 Peerless films, to be scheduled at 10:30 p.m. Wednesdays. Ratings for these periods are high—costs are reasonable.

Get details now!

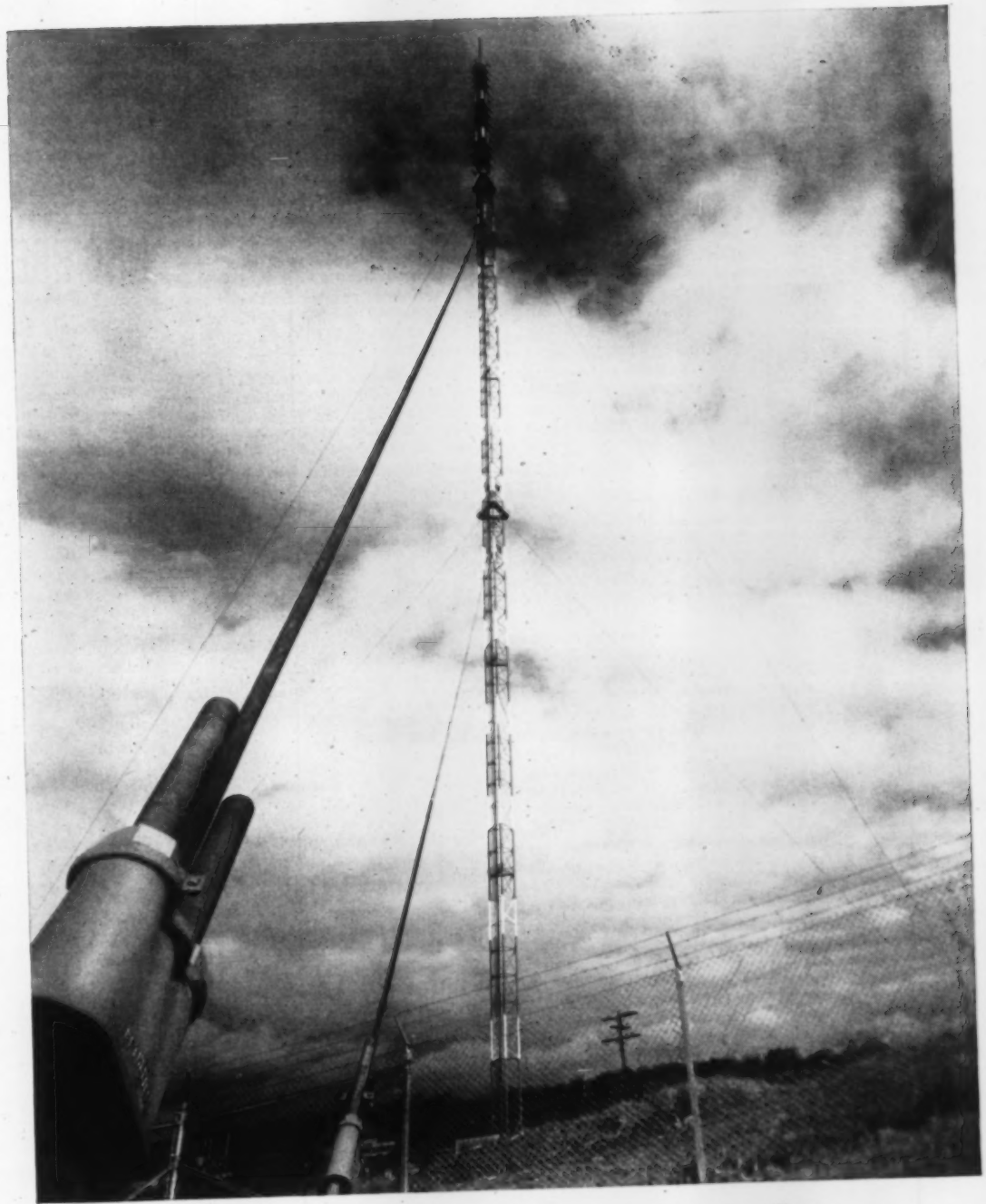
Watch Washington

Effective buying income in the Washington metropolitan area has increased *18 percent* over 1950—and the average family income in the District of Columbia alone is *35 percent* higher than the national average. Are you getting *your* share of this rich market?

wnbw Channel 4

NBC Television in Washington

Represented by NBC Spot Sales



A fifth of a mile straight up

This slim steel needle reaching skyward is one of the tallest structures on earth.

It is the antenna tower of Station WSB-TV at Atlanta. From the ground level to the tip of the beacon that tops it off, the tower measures 1062 feet, almost exactly one-fifth of a mile.

Topmost portion of the structure is the 57-foot FM pylon with the 200-foot TV antenna just below it. The rest of the three-sided tower, from the 800-foot level down to earth, is a supporting structure for the pylon and the antenna.

Heavy guy wires of Bethlehem galvanized strand, attached to the tower at two levels, have the main responsibility for holding it in position and bracing it against winds. In addition, a substantial amount of Bethlehem steel was utilized in providing the structural cross-bracing.

The tower's location right within Atlanta and less than a mile from the center of the city's business district means television at its best for the large Atlanta TV audience. And the great height of the tower insures maximum coverage of TV sets in a very wide surrounding area.

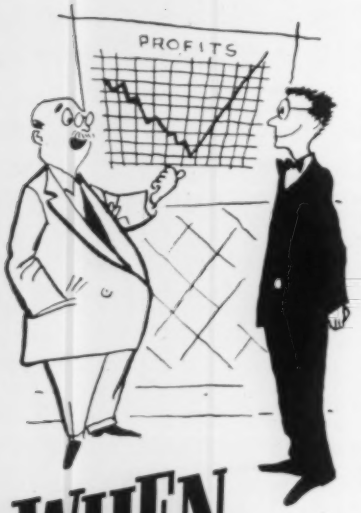
BETHLEHEM STEEL

BETHLEHEM STEEL

Here's Where We Started Using

WHEN

TELEVISION



WHEN WILL SELL FOR YOU, TOO!

Sound programming that creates viewer preference, plus smart merchandising, makes WHEN your best TV "buy" in Central New York. Here's a rich market that will look at your product, listen to your story, and buy, when you Sell via WHEN.

CENTRAL NEW YORK'S MOST LOOKED AT TELEVISION STATION

Represented Nationally By the KATZ AGENCY

CBS • ABC • DUMONT

WHEN TELEVISION SYRACUSE

A MEREDITH TV STATION

ABC-UPT

FCC Hears Dr. DuMont, Latimer, Edwards

AN INVENTOR, a judge and a theatre operator testified during last week's ABC-UPT merger hearing at the FCC.

The inventor was Dr. Allen B. DuMont, president of Allen B. DuMont Labs. He had testified earlier in the hearing, but returned to cover some details of DuMont's financial situation in the early 1940s. He said that Paul Raibourn, who was head of Television Productions Inc. (wholly-owned Paramount subsidiary), wanted to convert DuMont stock at what Dr. DuMont thought was a low rate. Dr. DuMont testified that Mr. Raibourn wanted the lower rate so TPI could get more shares of stock.

Dr. DuMont asserted that at that time he felt Paramount was trying to take advantage of DuMont.

Relationship between Scophony Corp. of America and DuMont Labs. was also probed by Commission counsel Arthur Gladstone. Dr. DuMont said he only saw the SCA executives once or twice but was not interested in a patent-licensing agreement with them.

Judge George W. Latimer, appointed last June to the U. S. Court of Military Appeals, was on the Utah Supreme Court bench before that. A decade ago he was on active military duty but was recalled by Joe Lawrence, operator of Salt Lake City theatres, to attend a meeting in Los Angeles with Leonard Goldenson, then in charge of Paramount theatres and now president of United Paramount Theatres; Austin C. Keough, chief counsel for Paramount; Sam Dembrow, at that time a Paramount executive, and Mr. Lawrence.

The meeting concerned a theatre in Salt Lake City which had been taken over by its landlord after Inter-Mountain Theatres, a Paramount subsidiary, had not renewed the lease.

Judge Latimer testified that Messrs. Keough and Goldenson said at the meeting that no one else would run the theatre if they didn't, and that if Mr. Lawrence tried it, he would get no first-run pictures. Judge Latimer said it was "not a jest," but a serious statement.

The theatre operator who testified at last week's hearing was David G. Edwards, who was manager for the Lawrence theatres.

He testified that he, too, had met with Messrs. Goldenson and Dembrow, with Mr. Lawrence, and that Mr. Goldenson told him that Paramount would "blitz" the Lawrence theatres just as Hitler was blitzing Europe.

Mr. Edwards asserted Mr. Goldenson had told him that Paramount "had learned a lot from this guy Hitler. We will send the bombers over. . . . You fellows opened up a closed situation that we paid a lot of money to get and we are not going to idly standby by and take it."

After that, Mr. Edwards said, he got occasional second run pictures, but it wasn't unitl 1946—following the Justice Dept. probe into the major motion picture companies—that he could obtain better pictures.

This week, only witness to testify is Arthur F. Sass, Chicago theatre owner, who returns for cross-examination [B•T, May 26]. On June 26, Dr. A. H. Rosenthal, called the inventor of the dark-trace (Skiatron) TV tube, will testify for the first time. He is expected to discuss the background of Scophony and its relationship with Paramount and General Precision Equipment (both Class B stockholders) as it affected his work.

Networks' Time Sales

(Continued from page 25)

works at present, averaging about one-third the number of outlets of the average radio network for commercial programs. Only nine product classes gave more money to radio in March than to TV, networkwise, including three groups—agriculture, horticulture and transportation—not represented in network TV at all.

Plans UHF Tests

FURTHER UHF propagation tests to determine the effect of antenna height on transmissions are planned by RCA, according to applications filed with FCC for approval to employ four transmitters in the 840-854 mc band using output of 20 w. RCA told the Commission it plans to use four antennas on the tower of WOR-TV New York, spaced at heights of 185, 370, 550 and 735 ft. Each antenna will have a gain of about 100 and will be tiltable upward 2° and downward 10°. RCA mobile units will take measurements in the area for about six months.

Fustest, Gets Mostest

YOU DON'T own a TV set but want to watch the political conventions this summer? On a first-come, first-served basis, the DuMont Labs. will install, free of charge, TV sets in metropolitan New York homes for the entire week of either the GOP or Democratic conclave.

NBC BREAK SPOTS

Standardized Plan

TEN-second shared identification breaks have been standardized on all eight of NBC's spot TV stations, Thomas B. McFadden, NBC director of national spot sales, announced Thursday.

The single minimum standard will permit the spot advertiser reasonable flexibility for the design of his commercial message and, simultaneously, greatly reduce agency production problems and effect substantial savings in production costs, he said, pointing out that NBC is the first in the industry to adopt the standards [CLOSED CIRCUIT, May 12]. The cost savings should induce present spot advertisers to increase their buying and help persuade new advertisers to enter TV on a multiple-market basis, he explained.

The NBC standards conform with those recently recommended by the National Assn. of Radio and Television Station Representatives, Mr. McFadden pointed out.

Basis of the system is that the upper right hand quarter of the TV screen is reserved for the station's identification, with advertising copy to occupy the remaining three quarters.

Thus, agencies can use one film or piece of art for an advertisement scheduled to be used on a number of outlets. Instead of redesigning the film for each station individually, the agency will have only to strip in the proper logotype in the top right-hand corners—the station identification—of the different prints.

Timing breakdown for the ten-second spot's audio allows for 1½ seconds of silent picture for the opening, six seconds for the advertiser's commercial, 2 seconds of silent picture for station identification, ½ second of silent picture for closing and five seconds of protective padding for the freeze frame.

TABLE V

Top TV Network Advertiser in Each Product Group in March 1952

Apparel, Footwear & Access.	International Shoe Co.	$104,735	Insurance	Mutual Benefit Health & Accident	27,24
Automotive, Automotive Access. & Equip.	Ford	245,425	Jewelry, Optical Goods & Cameras	Spiedel Corp.	47,58
Beer, Wine & Liquor	Anheuser Busch	183,800	Office Equip, Stationery, & Writing Supplies	Hall Brothers	97,49
Building Materials, Equip. & Fixtures	Johns-Manville	83,400	Political	Citizens For Eisenhower	29,34
Confectionery & Soft Drinks	Mars Inc.	202,011	Publishing & Media	Curtis Publishing Co.	34,23
Consumer Services	Arthur Murray	24,900	Radios, TV Sets, Phonographs, etc.	R C A	193,86
Drugs & Remedies	American Home Products	136,160	Retail & Direct Mail	Drugstore TV Productions	86,40
Food & Food Products	General Foods	777,390	Smoking Materials	Reynolds Tobacco Co.	641,75
Gasoline, Lubricants & Other Fuels	Texas Co.	178,100	Soaps, Cleansers & Polishes	Procter & Gamble Co.	1,221,42
Household Equip., & Supplies	General Electric	300,940	Toiletries & Toilet Goods	Colgate-Palmolive-Peet Co.	475,11
Household Furniture	Armstrong Cork Co.	89,042	Miscellaneous	Quaker Oats	187,55
Industrial Material	Reynolds Metals Co.	185,500			

NCAA Controls—'52 Plan

(Continued from page 59)

ate and propose his own coverage hedule, both of which are to be bmitted, in competition with bers for NCAA selection of the inning bidder. Only after his lection will the sponsor be free bid individually with the various lleges for TV rights.

The plan explains that "the onsor must provide national cov-rage"—defined as 63 markets—n each of the 12 dates, and must make any one or more of the games involved available without charge to any other networks and independent stations which may wish to carry such games on a sustaining basis simultaneously with the network presenting the series."

Mr. Hall explained that any station seeking simultaneous, sustaining coverage would, in all probability, also have to take the original sponsor's commercial, unless it could figure out a way to predict the often quick insertion of an announcement between plays. And if commercials could be deleted, it seemed unlikely any advertiser would pay for coverage to be shared with other networks or stations. Thus, it seemed that, regardless of NCAA intentions, only one network would carry the games.

Another puzzler was the request that, on as many dates as practicable, small college games—as defined by the National Collegiate Athletic Bureau—be included on a local basis, "either in supplement of the series or in substitution for a series game."

Networks wondered last week why an advertiser would add small college play—and higher costs—to his schedule, how often a small college game would be of national interest, and how the importance of each game could be determined before the season's start. The NCAA answer is that advertisers will create much ill will if they impose an outside game on a local audience interested in the home team, that costs can be cut by sharing coverage with a local advertiser.

High Standards Desired

The sponsor, it was noted, must be an "organization of high standards," a factor that will weigh almost as importantly, Mr. Hall said, as the coverage and money factors. Asked if the plan doesn't expect too much from the sponsor he said that similar arrangements in last year's plan had worked out all right.

Other notable portions of the plan are that each team can make only one TV appearance per season, in contrast to last year's two—one at home and one away—and all TV receipts will be assessed "to meet requirements" of the NCAA television budget. Eighteen cents of every TV dollar was withheld last season, but Mr. Hall thought the amount would be less this year since no TV survey, comparable to last year's $50,000 study, is being conducted.

"Any previous rewards for athletic success pale in comparison to the rewards of television," the committee stated in its letter explaining TV control to faculties and officers of member colleges.

Noting the ten-man group was "convinced" of this only after careful study, the letter said TV rewards "constantly multiply as more sets are installed, more television stations are put into use and the networks expand to all corners of the nation. If television offers irresistible premiums for sports glory today, the TV committee wishes to point up and underline the more serious problem which will be posed when 'pay-as-you-see' television arrives—a period estimated by experts to be not more than three years away. The rights for a few network games, now measured in thousands of dollars, will be measured in millions of dollars when an effective 'pay-as-you-see' system is placed in operation."

The NCAA feels it has protected itself from possible restraint of trade charges, not only by requiring that TV coverage be shared, but also by dropping last year's blackout requirement. And no college would be forced to participate in television, it was pointed out. Further protection was injected with a statement that the committee can, if special considerations arise, make exceptions to all its rules.

The TV committee's recommendations are subject to two-thirds approval by referendum of member colleges, scheduled to have been completed Sunday. Members voted 163-8 in favor of television control at their annual convention in Cincinnati last January.

TV Applications

(Continued from page 62)

ublishing Co. Ltd., Ch. 4 (66-72 mc), RP 31.3 kw visual; antenna height ove average terrain 5 ft., above round 250½ ft. Estimated construc-on cost $189,520, first year operating st $100,000, revenue $100,000. Studio d transmitter location Kapiolani rd. and South St., 21° 18′ 21″ N. at., 157° 51′ 30″ W. Long. Transmit-r RCA, antenna RCA. Legal counsel irkland, Fleming, Green, Martin & lis, Washington. Consulting engi-eer Commercial Radio Equipment Co., ashington. Applicant is licensee of GU Honolulu. Principals include: resident **Lorrin P. Thurston** (20.7%), eneral manager, Advertiser Publish-g Co., owner of *Honolulu Advertiser;* ice President **Walter F. Dillingham,** resident of Oahu Railway & Land o.; Vice President **Robert S. Thurs-on** (10.6%), *Honolulu Advertiser;* ice President **Raymond S. Coll,** edi-r of *Honolulu Advertiser;* **Margaret wigg-Smith** (15.8%), and 128 others. ddress: P. O. Box 3110, Honolulu, . H.

HONOLULU, Hawaii—Royaltel, Ch. (54-60 mc), ERP 27.8 kw visual; an-enna height above average terrain 727 ft., above ground 400 ft. Esti-ated construction cost $283,868, first ear operating cost $180,000, revenue 180,000. Studio and transmitter on t. Tantalus, just off Tantalus Drive, 1° 20′ 06″ N. Lat., 157° 49′ 00″ W. ong. Transmitter DuMont, antenna CA. Legal counsel Claggett & Schilz, ashington. Consulting engineer eorge E. Gautney, Washington. Prin-ipals include: **Herman B. Rosen** ¼), general manager of Royal musements Ltd. (motion picture dis-ributor and exhibitor) and manag-ng partner of Tasty Foods, Hono-lu; **Louis P. Rosen** (¼), executive ice president of Royal Amusements td. and ½ owner of Rosen-Sydman eneral insurance and bonding), Los ngeles; **Ralph Davis** (¼), Royal musements Ltd. and ¼ owner of dolph Ramish Inc. (holding company nd real estate), Los Angeles, and **Helen Speck** (¼), Royal Amusements td. Address: 1370 South Beretania t., Honolulu, T. H.

SAN JUAN, P. R.—Empire Coil Co., h. 2 (54-60 mc), ERP 56 kw visual; ntenna height above average terrain 884 ft., above ground 149 ft. Esti-ated construction cost $320,185, first ear operating cost $300,000, revenue 00,000. Studio 1812 Loiza St. Trans-itter El Yunque National Park atop Yunque Mtn., 18° 18′ 43″ N. Lat., 47′ 33″ W. Long. Transmitter CA, antenna RCA. Legal counsel yon, Wilner & Bergson, Washing-

(Continued on page 73)

you can see the difference on WBNS-TV

WBNS-TV maintains an auxiliary transmitter in addition to its regular transmitter in order to fully guarantee a continuity of service. This supplementary equipment, plus WBNS-TV's fine facilities, expertly operated, supervised and maintained, is further proof of why advertisers and viewers all agree—you can see the difference on WBNS-TV.

Western Round-Up 4:45 p.m.— A popular western show complete with chuck wagon, rope tricks and brands. Excellent use of live demonstrations, slides and film make this an up-to-the-minute participation program that ranks in the top 10 listings.

TV Weatherman—10:00 p.m.— A daily comprehensive weather show using the stations fine production facilities and complete wire and weather services. This top rated program has been continuously sponsored on WBNS-TV for 2½ years.

wbns-tv COLUMBUS, OHIO CHANNEL 10

CBS-TV NETWORK • Affiliated with Columbus Dispatch and WBNS-AM • General Sales Office: 33 North High Street
REPRESENTED BY BLAIR TV

Free Plugs Prove Fool's Gold

(Continued from page 23)

alent advertising would cost on a regular basis. The mechanics of placement depend to a great extent upon the publicist's contacts among stars, writers and producers of the programs, but techniques, charges and compensation vary.

The cost to the advertiser includes all charges attendant to getting the plug on the air, plus the fee to the publicist making the placement. The publicist may work on a retainer basis or he may charge on a per-plug or quantity-plus basis. Some firms charge more for placing a plug on a night-time show than on a daytime show; others make no distinction. The cost for a plug on a network show, of course, generally runs higher than on an individual station or small group of stations.

It is a popular conception that the writer, producer, performer or whoever works a plug into a show subsequently finds on his doorstep, by way of compensation, a case of whiskey. This is by no means entirely accurate, but the belief is not without some foundation.

"Giving whiskey probably started when somebody received payment in the form of his 125th watch," one publicist reported.

The watch-and-whiskey compensation category has been expanded to include a number of mementos, including money. The "standard" payment, where it is cash, is said to average around $60 to $90 per plug. The reward also may take the form of an equivalent credit at a department store, for instance, a supply of the plugged producers or some other appropriate gift. Or there may be no payment at all, except insofar as the idea surrounding the plug is a contribution to the program.

There are divergent accounts of the willingness of talent to participate in the plug game.

On one hand there are reports of "The List," which is described as a compendium of names whose use on the air will bring compensation to the user. According to this version, "The List" is circulated among writers, producers and performers —or they may easily learn the names that are on it by investing in a telephone call to the public relations agency which keeps it.

'Sneak Plugs' Get In

At the other extreme, a radio-TV publicist reported he had never known a writer, producer or star who would accept a plug merely for compensation offered. But he conceded that neither had he ever heard of compensation having been returned. He contended that program personnel in a position to insert plugs are too well paid to be interested in plug money and, that from a selfish standpoint, they would not jeopardize the success of a show by using plugs which would detract from it. Yet he agreed that what he called "sneak plugs" are often ad libbed in "from left field," to program detriment.

Some comedians — who as a group are the most frequent culprits in this respect, since gags lend themselves more easily to quick plugs—have been known to rattle off a succession of plug names before they could be squelched.

By no means are all plugs planted. And the unplanted plug generally pays off for the plugger in gifts from the plugged product as well, or almost as well, as does the planted publicity.

For instance, one radio-TV public relations practitioner reported that a gag on one leading comedy show employing, without solicitation. the name of a nationally advertised electric razor resulted in the delivery to the comedian of a gross —144, no less—of electric razors of that brand.

In the area of planted plugs, an instance involving the Hess Bros. department store in Allentown, Pa., was cited as an example of publicity which not only has no cash or equivalent payoff for program talent but also is a contribution to programming.

On behalf of the Hess Bros. store, a "stunt" was worked out and submitted to the Philip Morris-sponsored *Truth or Consequences* program. It occurred shortly before Easter.

Stunt Described

The stunt involved dressing a *T or C* contestant in an Easter bunny outfit and having him hitchhike from Hollywood, where the show originated, to Allentown, Pa., where he would be feted by Hess Bros. and local notables. Each week the program carried a pickup bringing listeners up to date on the contestant's cross-country progress up to and including his arrival in Allentown. Thus Hess Bros. got mentions on a network show for five consecutive weeks, and—it was emphasized—the program benefited from the stunt idea.

Similarly, many other examples were offered as representative of "legitimate and constructive" plugging—interviews with people engaged in interesting or unusual occupations, discussions of books or plays, and the like. The recitation of prizes offered on giveaway shows, and the giving of credits to firms supplying dresses or hats or costumes for performers on TV shows, were cited as other types of "plugs" which arouse no general objections.

Sometimes, it was noted, publicists provide TV shows with needed props or sets — thereby cutting down the sponsor's own production costs, often substantially, while in the process maneuvering a plug client's product or name before the steady gaze of the audience. There are occasions, too, it was said, when the publicists provide program ideas involving no plugs at all, thus at one swoop building contacts, confidence and greater receptivity [illegible] future plug ideas.

But in any defense of "[illegible]mate" plugs the "as-bad-as" [illegible]ample that is as effectively [illegible] as any, perhaps, is some of the coverage of this year's Easter parade in New York, where [illegible] a rare clothes designer who [illegible] to get a prominent plug of the variety. This, too, has been [illegible] ject of criticism by NBC's SPAC.

"Plugs" in gags are a natural development. They started with the use of certain brand names in bits or sketches, not for any remuneration from the manufacturer but for the comedy value of the name itself in a situation. From that "write under water" are an example. Gradually the publicity or advertising value of such name dropping became apparent, and [illegible] gradually it became a business.

Before the radio-TV plug, there was the plug in motion pictures which similarly went through a period of evolution. For example: A movie star was shown, perhaps only fleetingly, with a package of X Brand cigarettes. The makers of X Brand and the makers of the movie realized that that shot was worth something to the manufacturer.

Deal Now Refined

At first it was the custom for the manufacturer to pay the studio to use his product, or, in the case of expensive items such as trains or automobiles or elephants, to supply the product gratis.

This type of deal gradually has been refined until now, instead of making outright payments, the manufacturer in some cases agrees that in a certain amount of his own advertising he also will advertise the film involved. An X Brand cigarette ad might say, for example: "Joe Doe, star of Z Show, smokes X Brand cigarettes. Thus the studio's own advertising budget can be reduced.

Publicists concentrating on radio and television plugs say the number of regular sponsors who forbid other-product plugs on their programs is not so great as one might expect. Indiscriminate plugs are frowned on, and some advertisers have set a ceiling of one or two per program.

More and more major manufacturers, publicists say, are coming to feel that they should augment their regular advertising and their newspaper-magazine publicity with publicity—plugs—in the broadcast media. On occasion; advertisers have been known to undertake plug placement themselves, direct. One radio-TV writer reported he had been called by an advertiser and offered a $1,000 watch as bait to work the name of the advertiser's product into a television show which he was then preparing.

The networks are most acutely irked, of course, by the "sneak" plug, the dragged-in plug, whose lack of point makes it obvious and [illegible]

Originating Station
JOHNS HOPKINS SCIENCE REVIEW

ask any Baltimore time buyer about

WAAM

TELEVISION

CHANNEL 13

Represented Nationally by

HARRINGTON, RIGHTER & PARSONS, INC.

Chicago NEW YORK San Francisco

DUMONT-ABC AFFILIATE

tating. But what are they doing eliminate it?

In answer to that question, Harry merle, CBS-TV program direc-, told BROADCASTING • TELECAST- that "We police it in every y possible through viewing the ipt before airing. In most cases the ad lib that gets across and the air."

Although he considers such mer- andising sometimes helpful "if sely tied together," Guy Della ppa, CBS Radio vice-president charge of network programs, llywood, declared that in gen- al the network "does not endorse ch broad programming prac- es."

"When a national manufacturer es free plugs it is bad for ad- tising," he said. "However, ery case should be individually nsidered and all within the realm good taste. It depends upon w far they go. All free plugs e watched very carefully by BS.

"We are particularly against the e of insert plug used by well id writers to derive added in- me or merchandise. We make ery effort to eliminate them."

Carl Watson, assistant manager the continuity acceptance de- rtment of NBC radio and tele- sion, reported that "by this time e have come to know the regular erformers who are likely to drift ay from a given 'business' in e script, and these are watched efully."

Additionally, he said, "scripts e screened beforehand and re- arsals usually are covered to be re that plugs are not placed in e show. Most performers know hat is and what is not acceptable now."

Another network executive sug- sted the only real method of licing against out-of-taste plugs uld be to restrict all trade-name gs to products which are also onsors of regular radio and tele- sion shows.

It also was brought out that e networks rely to a great extent on producers and directors to ep an eye out for unseemly ugs. At least one producer, it as learned, has warned perform- s on his shows that any member ho works an unapproved unre- arsed plug into a broadcast will ve his pay cut back to union ale.

enezuela TV Station

LANS for Venezuela's first TV ation, scheduled to begin trans- ission this November, were vulged May 29 with announce- ent of a contract between Vene- elan Minister of Communications d an RCA international distribu- r. Dr. Luis F. Jiminez M., presi- nt of Intelec S. A. New station to be built in Caracas, with an A 10 kw transmitter capable of oviding adequate intracity cover- e. To be operated by the govern- ent, the outlet will not carry com- ercial programs.

TV Applications

(Continued from page 71)

ton. Consulting engineer Russell P. May, Washington. Applicant is licensee of WXEL (TV) Parma (Cleveland), Ohio. Principals include: President **Herbert Mayer** (45%), Vice President **Franklin Snyder,** station manager of WXEL (TV); Treasurer **Frances Mayer** (45%), and Secretary **Alma Schmidt.** Address: 85 Beachwood Ave., New Rochelle, N. Y.

Existing Stations Change in Channels

(The following stations request change in frequency as required under provisions of FCC Sixth Report & Order [B•T, April 14].)

WDEL-TV WILMINGTON, Del.— WDEL Inc., Ch. 12 (204-210 mc), ERP 316 kw visual; antenna height above average terrain 605 ft. Change *from* Ch. 7 (174-180 mc), ERP 476 w.

WHAS-TV LOUISVILLE, Ky. — WHAS Inc., Ch. 11 (198-204 mc.), ERP 316 kw visual; antenna height above average terrain 529 ft. Change *from* Ch. 9 (186-192 mc), ERP 200 kw.

WLWT (TV) CINCINNATI, Ohio— Crosley Bcstg. Corp., Ch. 5 (76-82 mc), ERP 100 kw visual; antenna height above average terrain 670 ft., above ground 1,363 ft. Estimated cost of change $123,000. Transmitter RCA. Change *from* Ch. 4 (66-72 mc), ERP 23.1 kw.

WLWC (TV) COLUMBUS, Ohio— Crosley Bcstg. Corp., Ch. 4 (66-72 mc), ERP 100 kw visual; antenna height above average terrain 436 ft., above ground 569 ft. Estimated cost of change $155,000. Transmitter RCA. Change *from* Ch. 3 (60-66 mc), ERP 15.2 kw.

WLWD (TV) DAYTON, Ohio— Crosley Bcstg. Corp., Ch. 2 (54-60 mc.), ERP 100 kw visual; antenna height above average terrain 508 ft., above ground 459 ft. Estimated cost of change $166,500. Transmitter RCA. Change *from* Ch. 5 (76-82 mc), ERP 16 kw.

WGAL-TV LANCASTER, Pa. — WGAL Inc., Ch. 8 (180-186 mc), ERP 316 kw visual; antenna height above average terrain 1,000 ft. Transmitter location to be near Hallam, York County, Pa. Change *from* Ch. 4 (66-72 mc), ERP 1 kw; transmitter, 8 West King St., Lancaster.

WTAR-TV Norfolk, Va.—WTAR Radio Corp., Ch. 3 (60-66 mc), ERP 100 kw visual; antenna height above average terrain 376 ft., above ground 414 ft. Transmitter RCA. Change *from* Ch. 4 (66-72 mc), ERP 24 kw.

WTMJ-TV MILWAUKEE, Wis.— The Journal Co., Ch. 4 (66-72 mc), ERP 100 kw visual; antenna height above average terrain 908 ft., above ground 1,032 ft. Estimated cost of change $372,027. Transmitter RCA. Change *from* Ch. 3 (60-66 mc), ERP 925 w.

Tele-Q Patent

PATENT for its system of cueing TV performers has been issued the Tele-Q Corp., New York, Tele-Q Sales Co. President Larry Merchant announced Wednesday. Tele-Q equipment was first used commercially in November 1950 and is now widely used in New York.

The tube that "Stands on its head"

Stands on its head, electrically speaking, because its grid-flange construction permits grounded-grid operation with effective isolation of input and output circuits. Benefits: simplified circuitry, lower lead inductance, and more stable operation.

Grid-flange construction—an RCA development—opened a new era in vhf operation. The 5762 is one example of this design. The tube features a very efficient plate radiator that requires less than half the air flow previously needed for a tube with the same power rating. It runs cooler—offers substantial operating economy.*

There's an RCA Tube Distributor just around the corner from your station. For fast, friendly service—call him!

*RCA-5762 can be used, with FCC approval, as a direct replacement for the 7C24 in FM transmitters BTF-1C, BTF-3B, and BTF-10B. See details in Tube Tips, June 1951.

RCA **RADIO CORPORATION of AMERICA**
ELECTRON TUBES **HARRISON, N.J.**

XUM

EDUCATORS' BOON

Okla. and Fla. U. Praise Industry

TWO leading universities staging highly successful TV educational programs in cooperation with commercial television stations have voiced publicly their appreciation of the industry's participation in their work. They are U. of Oklahoma and U. of Florida.

Sherman P. Lawton, producer of *The Open Window*, which has been seen on WKY-TV Oklahoma City and KOTV (TV) Tulsa, stated as chairman of the U. of Oklahoma Committee on Broadcasting, that 92 TV programs had been produced under the title in two years.

"This represents a minimum time value of $29,900, as loss of revenue to the stations, plus cost of operation," he reported, amounting to a gift of well over $60,000 from the stations to the university.

Working with commercial stations, the university has enjoyed a low cost of .008 of one cent per viewer-impression, Chairman Lawton reported. Cost to the university was $2,200 for the period, exclusive of salaries and student assistant wages.

"The success of the programs is indicated by a Hooper rating in Oklahoma City of 28, as contrasted with 1.6 for educational programs in the New York City area," Prof. Lawton continued. "Mail response in both Oklahoma City and Tulsa has been excellent. Total audience impressions during the series exceeded 26,200,000.

"Twenty-five different areas of instruction were represented during the 1950-51 season and 28 during 1951-52. Fifty-nine different faculty members participated during 1950-51, with a total of 61 faculty participations. In 1951-52, 55 different faculty members participated, with a total of 71 faculty participations.

"One hundred seventy-three students took part in the shows during 1950-51 and 147 during 1951-52. Thirty-one different students got experience in planning, script and production directly associated with the series, a total of 70 student-producer experiences during 1950-51. During 1951-52, 33 different students got planning experience with a total of 77 student-producer experiences. Non-faculty and non-student guests on the programs in 1950-51 totaled 71, while 105 such guests appeared during 1951-52. Five civic and welfare groups, as well as state and federal agencies, contributed work during the 1950-51 season and six during 1951-52.

"In addition, arrangements were made through this office for several faculty participations in television programs other than *The Open Window* and we served as a clearing house for a number of students to earn talent fees on commercial shows.

"One of the values of the series to the university is that a number of properties built for the programs have become a part of classroom instruction techniques on the campus."

Breakdown of Audience

The signals of the two commercial TV stations are reaching viewers over an extensive area, reaching as far north as Wichita, Kan., according to the report. Half the audience is in the "upper middle" income group, and about 20% in the "upper" income group. The mail has a "higher class" flavor than usual for typical radio programs, it was stated, "but we have had enough mail from apparently lower income people that we had been deceived into thinking that we were drawing a large number of them."

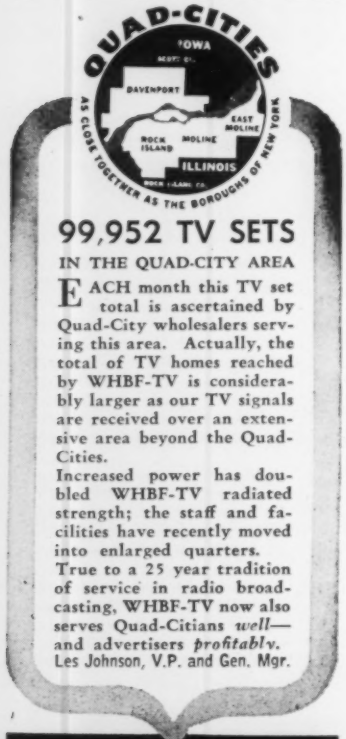
According to Dr. T. C. Battin, assistant professor of speech and director of television and radio at the U. of Florida, the university at Gainesville has completed its first venture in TV education with conclusion of 32 weeks of telecasting.

"We wish to commend the managers and staff of WMBR-TV Jacksonville for their excellent cooperation in helping to make the series a success," Dr. Battin said.

Programs were titled *Knowledge in Action*. Rating of 40.5 was achieved, indicating a large audience every Monday evening, he continued. Programs are prepared as a package show on the campus by members of the production staff headed by Dr. Battin and faculty members. Each program has been planned, written and rehearsed on the campus before going to WMBR-TV for final rehearsal. A student production crew is trained for six months in the studios to handle duties of a TV crew. Students act as assistant directors, floor managers, announcers and perform related functions.

Dr. Battin said the time is donated by WMBR-TV and a full crew stands by during the rehearsals and the final telecast to help the student production staff.

"The series is to be continued as a part of the U. of Florida's desire and effort to recognize the tremendous potentialities of the most effective means of mass communication yet developed," Dr. Battin said. "Plans for a continuing program of adult education by means of television have already been completed and the series, *Knowledge in Action*, will present video courses each week. The series has a dual purpose in mind: to offer adult education and to give training and practical experience in the various phases of television production. These programs have been carefully planned to offer education in an interesting as well as entertaining manner and survey results have shown how successfully this has been done this year."


QUAD-CITIES
IOWA
DAVENPORT
EAST MOLINE
ROCK ISLAND
MOLINE
ILLINOIS
AS CLOSE TOGETHER AS THE BOROUGHS OF NEW YORK
99,952 TV SETS
IN THE QUAD-CITY AREA
EACH month this TV set total is ascertained by Quad-City wholesalers serving this area. Actually, the total of TV homes reached by WHBF-TV is considerably larger as our TV signals are received over an extensive area beyond the Quad-Cities.
Increased power has doubled WHBF-TV radiated strength; the staff and facilities have recently moved into enlarged quarters.
True to a 25 year tradition of service in radio broadcasting, WHBF-TV now also serves Quad-Citians *well*—and advertisers *profitably*.
Les Johnson, V.P. and Gen. Mgr.
Quad-Cities favorite
WHBF
AM FM TV
TRICO BUILDING, ROCK ISLAND, ILLINOIS

D. C. Talent Raid?

PICK TEMPLE, cowboy singing star of WTOP-TV Washington, baby sat last Monday for the three children of Walter Compton, general manager of WTTG (TV) Washington. Mr. Temple's baby-sitting was a door prize at the annual jamboree of the Advertising Club of Washington May 24. The prize was actually won by Alex Sheftell, WTTG account executive, but Mr. Sheftell isn't planning to be married until some time this month. So he turned over his prize to Mr. Compton who, with Mrs. Compton, attended the Washington opening of the play, "Gentlemen Prefer Blondes."

TV APPLICANTS

Four Buy UHF Transmitters

ALLEN B. DuMONT Labs. Television Transmitter Div. last week announced sale of four 5-kw UHF TV transmitters to WSOY and WDZ Decatur, Ill.; WHIZ Zanesville, Ohio; and KCOK Tulare, Calif. Deliveries are slated for 1953. The four outlets have applied to FCC for TV stations and await channel grants.

The new transmitter equipment employs the Eimac Klystron power tube and is now available at the same price as the standard DuMont VHF transmitter with equivalent power, company spokesmen said.

DuMONT TV network will carry *New York Times Youth Forum* starting Sept. 14 with sessions to be taped for broadcast on WQXR New York, station owned by the *Times*.

WEWS-WRU SERIES

Will Extend for 2

JAMES C. HANRAHAN, ... manager, WEWS (TV) Cleve... and Dr. John S. Millis, pres... Western Reserve U., last week ...nounced a two-year extension ... two educational series.

One program is a half-hour ... course, home study by TV ... credit, and the other is a Sun... series known as *University Co...* a half-hour program about ... school and community cultural ... "Western Reserve U. is grate... for the opportunity which WE... has given to carry on its progra... of education by television," Dr. Millis said.

Editors Name 'Lucy'

LUCILLE BALL was voted ... best comedienne and *I Love Lu...* the best comedy drama in the ... annual *American Weekly* Tele... vision Poll, conducted among TV ... editors of 23 metropolitan news... papers.

Other winners: Best variety program, *Your Show of Shows;* dramatic pro... gram, *Celanese Theatre;* myste... drama, *Dragnet;* musical progra... *Fred Waring;* discussion program, *... the Press;* quiz show, *You Bet Your ... Life;* best comedian, Jimmy Durante; children's program, *Kukla, Fran & Ollie;* news, *See It Now;* and an award for special achievement, Bishop Fulton J. Sheen.

GUIDANCE SERIES

Planned By WMCT Memphis

WMCT (TV) Memphis is planning a series of weekly vocational guidance programs to aid high school and college students in choosing careers, Wilson Mount, executive program manager, has announced.

In addition to aiding students, Mr. Mount said that "the programs will be so designed that they will prove of much interest to the television public, as the opportunities for young people that lie in the various fields of business and the professions are pictured and explained."

Among fields to be covered are the cotton industry, medical profession, industrial economics, banking, lumber manufacturer, journalism and the livestock industry.

Tailor-made
TV FILM SPOTS
Animation and Live Action
• 8 Seconds
• 20 Seconds
• One Minute
Telescriptions
VICTOR BLDG.
STerling 4650
WASHINGTON 1, D. C.

ONVENTIONS

AT&T Plans Full Linkage

LL U. S. TV stations except OB-TV Albuquerque may be con-cted with AT&T's live TV net-rk in time for the political con-ntions next month, under plans vanced by the telephone company t week.

The company's Long Lines Dept. nounced plans to add Phoenix to live network, saying "efforts being made to provide the net-rk connection in time to carry national political conventions July" and pointing out that en Phoenix is included, the Bell stem network "will make live twork programs available to 107 ations in 65 cities.

Only other U. S. television city side the live network then would Albuquerque.

Plans for bringing Phoenix PHO-TV) into the live network ll for routing television signals m Los Angeles over a coaxial le which already is in service r telephone use. Equipment will added to permit use of the cable r television as well as telephone rvice.

The Republican national conven-n opens July 7; the Democratic nvention July 21. Both will be Chicago.

AT&T's Long Lines Dept. mean-ile applied to FCC last week for thority to construct a micro-ve relay link which will provide TV channels, along with hun-eds of telephone circuits, between llas and San Antonio. The pro-ed link, scheduled for comple-n late this year, would be built ween Dallas and Austin, where will connect with the Austin-n Antonio system which was ned for service in February.

Under the plan, AT&T will con-ct six intermediate radio relay tions along the 192-mile route ween Dallas and Austin.

To provide one TV channel to n Antonio in time for the July itical conventions, Long Lines is talling temporary radio-relay uipment between Dallas and stin. This equipment will be re-ved upon completion of the new oject, AT&T said.

It was pointed out that one con-tion with AT&T's nation-wide vision network facilities will made at Dallas from Jackson, ss., while a second connection l be provided upon completion n radio relay system, now under nstruction, between Kansas City Dallas. Dallas and San An-io—both two-station markets—then have two TV channels ilable.

w WCBS-TV Business

BS-TV New York booked more $1 million worth of new local ness in the seven-week period ng May 23, George R. Dunham, eral sales manager, has an-nced. He said the accomplish-t was pace-setting if not record-aking for local contracts.

WAVE-TV CASTS

'Back-to-Back' Remotes

DOUBLE remote "back-to-back" telecasts were made by WAVE-TV Louisville on Armed Forces Day May 17 when Vice President Alben W. Barkley and Army Secretary Frank Pace both delivered addresses at separate places there.

Borrowing equipment from WIRE Indianapolis which had not yet begun telecasting, WAVE-TV set up one mobile unit in the Brown Hotel for the Pace speech at the 26th annual National Defense dinner which climaxed Armed Forces Day observances, and the second unit in the Seelbach Hotel where Vice President Barkley addressed the Jefferson-Jackson Day dinner.

The station scheduled the Pace telecast from 9-9:30 p.m. and the Barkley speech from 9:30-10:30 p.m. The Barkley program was micro-relayed by Southern Bell Telephone Co. engineers to the Telephone Building from where the signal then was carried to WAVE-TV on the regular co-ax.

At WAVE-TV controls during the Barkley address are (seated, l to r) Louis Lau, audio engineer, Bob Roth, video engineer, Bob Brewer, director and (standing) Ryan Halloran, announcer.

* * *

SPARTON Radio-Television, Jackson, Mich., is offering free UHF tuner strips for 1952 Sparton Cosmic Eye TV sets.

TELENEWS GROWTH

McManus Heads New Dept.

IN LINE with its new expansion policy, Telenews Productions Inc., New York, television newsreel producer, last week announced formation of a station relations department under the direction of Tom McManus.

First step will be a tour of client stations by Mr. McManus, during which he will meet with station executives to discuss operating procedure.

In his announcement of the new station relations division, Charles N. Burris, Telenews general manager, stated: "Telenews is going right ahead in its plans for expansion. . . ."

JULIUS MATTFELD, head of CBS Radio-TV music library, has compiled chronology of all music published in U. S. to be published June 12, Prentice Hall. Title is *Variety Music Cavalcade.*

It's RESULTS *that* COUNT!

In May, an agency account man wrote WGN-TV:

". . . . . We are grateful to you for your original suggestion that we use this show. All records to date are most encouraging. We have made pilot checks in stores that report very satisfactory retail level response. The reports from salesmen on contacts with accounts have been most enthusiastic."

Get the Most out of your Chicago TELEVISION Dollar... Check your WGN-TV representative for top availabilities.

DUMONT

WGN-TV

CHANNEL 9 · CHICAGO

The Chicago Tribune Television Station

film report

Four New Companies . . .

FORMATION of **Guild Films Inc.**, Hollywood, TV film production-distribution firm, was announced last week by **Reuben Kaufman** and **W. Lee Wilder.**

Mr. Kaufman resigned last month from his position as president of Snader Telescription Sales Inc., reportedly in a dispute over operational policy.

Mr. Wilder, independent motion picture producer-director, will serve as president of the new firm; Mr. Kaufman as vice president-secretary and distribution chief. Headquarters for Guild Films Inc. are in studios of KTTV (TV) Los Angeles.

Production is underway on a 13 quarter-hour situation comedy TV film series, *Hello Darling*. Future plans include *Gallagher's Travels*, quarter-hour comedy series; *Adventures in Storyland*, fairy tale program, and *Musical Americans*. Mr. Kaufman was in New York last week to open sales offices and to conclude negotiations on feature films for TV distribution.

At the time of Mr. Kaufman's resignation, Louis Snader, president, Snader Telescription Corp., parent organization of STS, announced that E. Jonny Graff, would replace Mr. Kaufman as head of sales for STS [B•T, May 19, 12].

* * *

Emanuel H. Demby and **Myron L. Broun** last Tuesday announced formation of **Demby, Broun & Co.**, New York, motion picture and television film production firm, located at 34 East 51st St., telephone Plaza 9-2495.

With Mr. Demby as president and Mr. Broun as vice president, the new firm will take over all TV and film properties formerly held by The Demby Co., New York public relations firm, which continues in latter capacity.

Among properties acquired by the new firm is *What's Playing*, TV package formerly seen on WJZ-TV New York and now in process of being re-packaged and offered for sponsorship under direction of Mr. Demby. Currently in production is a 15-minute cowboy film series featuring ABC-TV western star Jim Atkins.

* * *

Newly incorporated for $200,000 is **Wilshire Television Productions**, headquartered at 1915 Wilshire Blvd., Los Angeles. Plans encompass TV film medium from one-minute commercials to hour-long programs in addition to production of live shows. Hollywood attorney **Nathan O. Freedman** is chairman of board with **David X. Miller**, musical director at Universal-International, named executive producer.

The 9,000 sq. ft. two-story building taken over by the firm will be known as Wilshire TV Center.

* * *

Jack Goodwin announces that he is going into regular film production in Africa. Among the first series are 52 15-minute self-contained stories of the reminisences of "Old Fletcher," a retired big-game hunter. The subjects will deal with hunting, bushmen, native ritual etc., Mr. Goodwin said. His first two sample productions will be completed in September. He will fly to the U. S. to arrange syndication and sponsors. Mr. Goodwin said he also will be making a series of three- and five-minute shorts entitled *African Visit*. Mr. Goodwin's address is P. O. Box 4801, Johannesburg, South Africa.

Production . . .

Scripts written for television by playwright-author **William Saroyan** will be the basis of a projected 26 half-hour TV color film series to be produced by the newly-formed **William Saroyan Television Playhouse Inc.**, Hollywood. Acting as co-producer-director with Mr. Saroyan will be **Rodney Amateau**, completing directional assignment on "Monsoon," motion picture filmed in India. Mr. Saroyan will introduce each film. Cost of all 26 is estimated at $500,000.

* * *

Concentrating on "highlights and sidelights" rather than duplicating network coverage, **Telenews Productions Inc.**, New York, is completing plans for filming Republican and Democratic national conventions in July. Staff of more than 25 will handle coverage, **Ted Genock**, Telenews editor-in-chief, said, with Production Manager **Marshall Davidson** supervising makeup operations. Telenews last week also announced its daily television newsreel, formerly eight minutes in length has been increased to a minimum 12-minute length. The company's newsreel, *Telenews Daily*, produced in conjunction with INS, has been expanded, it was noted, to meet growing needs of TV stations.

* * *

After having acquired TV rights to *Kerry Drake*, a syndicated comic strip, production is getting underway on 26 half-hour films by **Hafner-Halperin Inc. Sterling Hayden** will portray the title role. **Marjorie Reynolds** is assigned the feminine lead.

* * *

Normandy Productions Inc., Hollywood, has two field units out shooting backgrounds for new TV film packages. One, headed by producer **John F. Ewing**, is covering Pacific Northwest for 13 films tentatively titled *Americana*. The other, an untitled hour-long group of 13, will be shot throughout U. S. **Arthur Fellows**, an associate producer for David O. Selznick, recently joined the firm as a producer-director.

* * *

United-World Films, subsidiary of Universal-International Pictures, began its initial television film series of 13 half-hours last week. Titled *Fighting Man*, the films co-star **Mort Thompson** and **Cliff Clark** with **George Clair** as director and **Malcolm Stuart Boylan** as the production supervisor. There are three more series in the pre-production stage.

Sales . . .

United Television Programs, New York and Chicago TV film distributors, has sold its *Movie Quick Quiz* package for two additional markets, bringing total sales to 26. Beginning June 20, **IGA Stores** will sponsor show on WNBK (TV) Cleveland; and **Oaklawn Appliance Co.**, Dallas, will underwrite program in that city on KRLD-TV, effective June 19. **Aaron Beckwith**, UTP sales d... meanwhile reported one add... contract has been signed for ... *wood Off-Beat*, half-hour de... series starring Melvyn Dou... WFIL-TV Philadelphia.

* * *

Negotiations have been co... by **Louis Snader** whereby film... Snader Telescriptions Librar... be released to Jens Fr. La... head of the government-owned ... station in Copenhagen, D... for one year. This marks the ... entry into the European mar... **Snader Telescriptions Corp.**, ... erly Hills, Calif.

* * *

Dudley Television Corp., Bev... Hills, is to produce 13 quarter-... TV films in color for **Martin ... board Motors**, Eau Claire, W... Programs, built around type ... fishing, will be ready for fall r... lease.

* * *

Film People . . .

Syd Lewis and Art **Sanchez**, nig... club entertainers, have been sig... by **Jerry Courneya Produc...** Beverly Hills, to appear in *Le... & Sanchez Play*, 13 quarter-h... television films, starting in Aug... The format will consist of mu... and impersonations held toge... by a story line.

* * *

John Ireland has been signed b... **Pennant Television Productions** Inc... Hollywood, to play the leading ro... in upcoming "Silence in the City," ... half-hour film in *Date With Des... tiny* TV series. Production start... end of June with film stars Steph... **McNally, Maria Palmer** and **Zsa Zs... Gabor** already signed for oth... films in series.

* * *

Alan Hartman, formerly associate... with MCA, Frederic W. Ziv Co... and Official Films as sales repr... sentative, last week was name... eastern sales representative ... **United Television Programs**, TV ... film distributors. He will ha... headquarters in UTP's New Yor... offices as assistant to **Aaron Beck... with**, director of sales, and wi... handle the metropolitan New York ... Philadelphia, Washington and Bal... timore territories.

* * *

Les Kaufman, vice-president ... charge West Coast operations E... tinger Co., Hollywood (public rela... tions firm), to **William F. Broid... Productions**, that city, as direct... of newly expanded sales promotio... merchandising department.

OPERATING schedule at WENR-T... Chicago has been expanded from 71 ... 81 hours weekly.

OMAHA'S

first TV area Pulse survey (covering 22 Nebraska, Iowa, and Missouri Counties) reveals that

WOW-TV

is

OUT IN FRONT

in

Multi-Weekly Shows
(8 of the top 10)

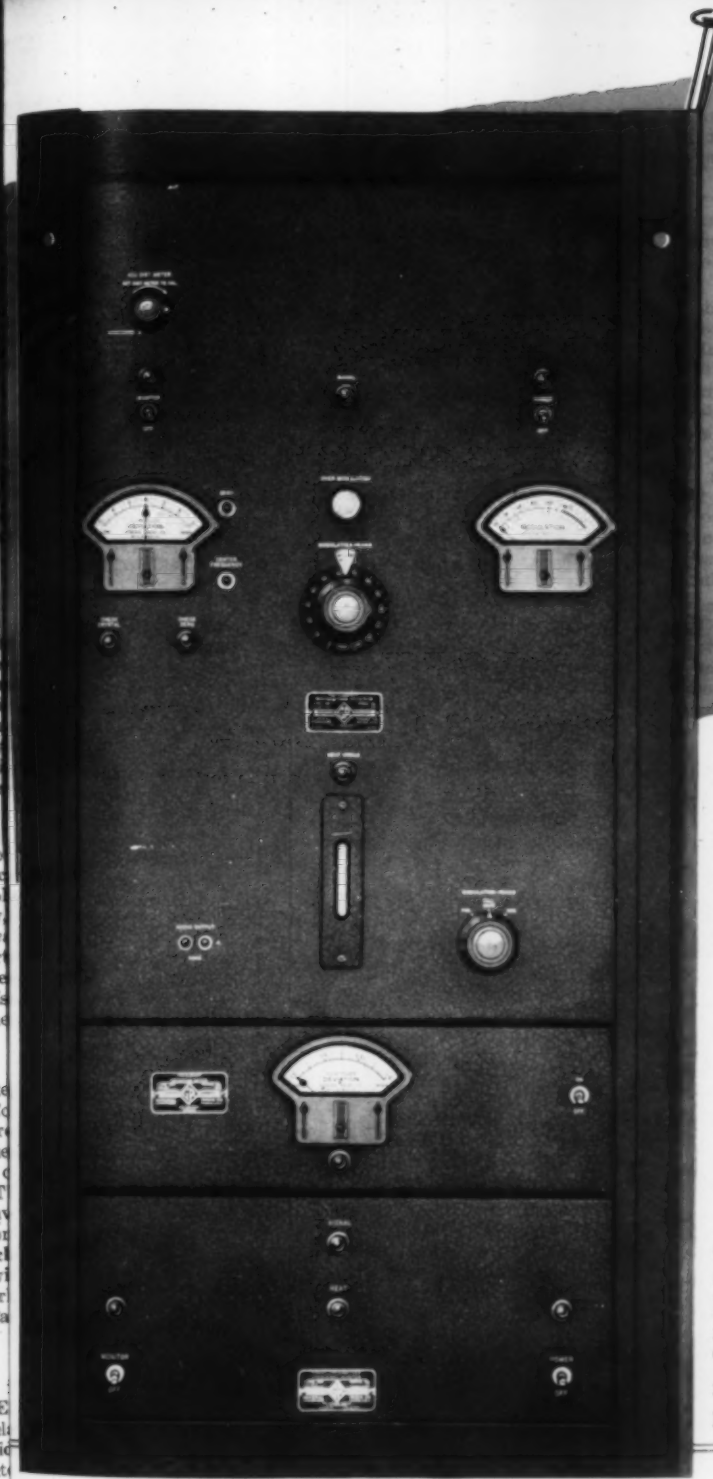
Once-Weekly Shows
(8 of the top 15)

Share-of-Audience
(Leads in 6 of the 9 classifications)

Put your sales messages OUT IN FRONT, too! For complete availabilities, wire or phone JOHN BLAIR-TV or Fred Ebener, Sales Manager at—

WOW-TV
OMAHA
FRANK P. FOGARTY, General Manager
A MEREDITH STATION

RANGERTONE
BEST FOR TV FILMS
USED BY
Toogood Recording Company
221 North La Salle St.,
Chicago 1, Illinois
SYNC-SOUND
RANGERTONE
73 WINTHROP ST
NEWARK 4, N. J.



Memo to T-V Station Managers

A NEW GR T-V MONITOR

for the VHF and UHF bands

Channels 2 to 83

The new G-R Type 1183-T T-V Monitor meets all requirements of the FCC, including those recently established for offset operation. It not only provides complete monitoring facilities for VHF and UHF stations in accordance with FCC specifications, it assures the quality of everyday transmissions as well. Monitoring of distortion, noise, modulation level, and video and audio carrier frequencies, with the aid of this instrument, results in the rapid detection of substandard operation. The T-V Monitor provides:

★ Continuous visual indication of aural transmitter frequency-deviation in terms of a highly stable master crystal.

★ Continuous visual indication of frequency-deviation of visual transmitter in terms of same master crystal.

★ High fidelity audio output for distortion and noise-level measurements and for audio monitoring.

★ Continuous indication of percentage modulation and an over-modulation alarm.

This instrument — the *first* UHF Monitor — is another example of the pioneering in engineering, design and workmanship which has characterized G-R monitoring equipment since the beginning of broadcasting. Stability, accuracy, ease of maintenance and operation, dependability and long life are optimum. The G-R trademark *guarantees* trouble free operation with a minimum of maintenance. Simplifications in convenience to operating personnel are a Major Feature.

Prices: From $2435 to $2535 depending on Frequency Bands

★ *Excellent signal to noise ratio through channel 83.*

★ *Large illuminated meter scales for easy operation.*

★ *Overmodulation lamp flashes when modulation exceeds level set by a dial.*

★ *Pilot lamp indicates adequate R-F input level.*

★ *Terminals are provided for connecting remote center-frequency and modulation meters and overmodulation indicators.*

★ *Separate a-c inputs for heater and monitor circuits enable direct connection of crystal oven to station stand-by power circuit.*

★ *Panel switch allows simultaneous indication on modulation meter of both positive and negative peaks, as well as choice of either peak.*

★ *New cabinet simplifies installation and removal of monitor from rack for maintenance.*

★ *Chassis arranged for maximum heat dissipation and easy servicing.*

GENERAL RADIO Company

275 Massachusetts Avenue, Cambridge 39, Massachusetts, U. S. A.

90 West Street NEW YORK 6 — 920 S. Michigan Ave. CHICAGO 5 — 1000 N. Seward St. LOS ANGELES 38

CODE ATTACKED 'Stultifying Censorship,' ACLU Tells FCC

TV CODE of NARTB is "stultifying and illegal censorship," the American Civil Liberties Union charged last week in a letter of protest to FCC. The civil rights organization requested a hearing to determine whether the industry code violates the Communications Act.

At the same time, ACLU attacked the congressional probe of radio and TV programming which got underway last week (see story this issue).

Writing FCC Chairman Paul A. Walker, ACLU noted that radio and TV programming which got have had final responsibility for program content and that the Communications Act precludes prior censorship.

ACLU charged the TV code "provides for an extreme form of censorship which, in effect, rules out material which would be offensive to many groups or parts thereof, in any community in the country, however reasonable or unreasonable the particular potential objectors might be."

"It seems to us that this abnegation of responsibility for licensee self-restraint and the substitution thereof of a code of industry-wide censorship," ACLU continued, "is improper and fraught with great dangers both to the free operation of radio and TV and the public at large."

Television under the code will be "a diluted force in our national life," the letter contended, explaining the code will "create conformity and reduce TV to dull mediocrity."

Signed by Thomas Carskadon, chairman of the ACLU radio committee, and Patrick Murphy Malin, ACLU executive director, the letter held that the TV code "is a combination in restraint of trade in ideas which may well constitute a violation of the anti-trust laws, in which case all stations abiding by the Code might be held to lack the requisite qualifications for the holding of licenses. For this reason, a public hearing is even more essential to clearly establish this point."

ACLU told FCC that the code "would completely prohibit the production of any adult, mature programs dealing with issues of a serious nature, except that in some cases treatment of such problems would be permitted *if* the solutions thereof conformed to certain requirements laid down by the Code." Examples cited of productions that could not be presented under the code included "Death of a Salesman," "Streetcar Named Desire" and "Cocktail Party."

The letter continued:

Each individual licensee has a responsibility to see that no obscene or other illegal material is sent out over the airwaves, on penalty not only of loss of the license but of criminal prosecution as well. The complete abandonment of that responsibility through adherence to a Code is one which this Commission should not permit. If allowed to continue, it would create conformity and reduce TV to dull mediocrity. One reason for the rise and strength of TV has been its ability to produce programs unhampered by censorship . . . This Commission, we believe should help that growth and defend the principle of free expression by removing the stultifying cancer of censorship embodied in the code.

Concerning Congress' probe of programming, Messrs. Malin and Carskadon termed the inquiry "a threat of censorship which would have repressive effects on the press and broadcasting and probably could not result in any new legislative problems which would be constitutional."

Morning Means Sales

Don't judge all morning television by the static, uninspired programming you see in some cities. Morning TV really means something to viewers in the three-city market of Cincinnati, Dayton and Columbus — because WLW-Television led in programming the morning hours with fresh, bright shows that attract big audiences.

People in WLW-Telecity watch WLW-Television morning programs—advertisers prove it every day with sales. When you plan your advertising campaign, consider the potential of this great morning market with an effective buying income of over $5½ billion. Your quickest, most effective way to reach this market is through the three-station network of WLW-T, WLW-D and WLW-C.

WLW Television

TV SERVICE OF THE NATION'S STATION

SKELTON SUED

Contract Breach Alleged

RED SKELTON faced a $3,500 damage suit last week from a writer who charges he breached an "implied contract" and wrongfully appropriated literary property.

Filed by Leonard T. Galezio in Los Angeles Superior Court, the suit also named NBC-TV and Procter & Gamble Co., the TV sponsor, as defendants. Mr. Galezio charges he sent the comedian a skit which was acknowledged and the material used on a Skelton TV show, but that he was not paid.

WLWD Aids Defendant

WLWD (TV) Dayton's program log helped to win a not guilty verdict for a defendant in an automobile accident case. Man had been arrested as suspect. He could not have been involved in the accident, he told police, because he had been watching WLWD. Police asked the station to submit program log to check the suspect's statements. The defendant's statements agreed with the log and, after a two-day trial, the defendant was acquitted.

SKELTON RETURN

Special Theatre Planned

WITH Red Skelton returning to NBC next fall for both radio and television under a year-by-year agreement, a deal has been worked out whereby the network will build a special theatre to accommodate his weekly video show at its new $25 million Television Center now under construction in Burbank, Calif.

With definite ideas as to what he wants, the comedian is reported to have had a hand personally in the theatre's design. It is to be ready for occupancy by September 28 when his TV show resumes under sponsorship of Procter & Gamble Co., Sunday, 7-7:30 p.m. (EST). Mr. Skelton's radio show, not yet sponsored, will start in October.

Freeman Keyes, president of Russel M. Seeds Co., program packager, in negotiating radio-TV deal with NBC, also acquired a 7:30-8 p.m. (EST) television time slot following the *Red Skelton Show*.

This time, it is understood, is to be utilized for a projected comedy show built around Eddie Mayehoff, who is under contract to Mr. Keyes for TV only. Although the show is currently without a sponsor, it is believed Procter & Gamble will be the advertiser.

DuMONT REPLY

Denies ACLU's Scott Ch

DuMONT Television Network last week denied the charge of "blacklisting" that had been pu fore FCC in a complaint by American Civil Liberties U [B•T, April 14]. Earlier, KO Santa Monica, Calif., answered similar ACLU charge [B June 2].

ACLU's petition, which named WPIX (TV) New Y CBS, NBC and ABC as defendan urged FCC not to renew the sta licenses of those named until take an oath against discrimi tion and agree to insert a no-bla list clause in advertising contra

ACLU contended DuMont ca celled the program of pian singer Hazel Scott in Septem 1950 "probably because of allege pro-Communist affiliations, th she is in fact violently anti-Co munist."

DuMont, in its reply, told FC the charges made in the ACL complaint "are both unfounded a lacking in responsibility."

DuMont pointed out that Mi Scott's contract expired, her spo sor had failed to renew and th network's sales department h been unable to sell the progra Further, the reply noted, Mi Scott has appeared since on oth DuMont program.

The DuMont reply stated:

The basic contract between DuMont and Miss Hazel Scott was extended in April 1950 for a period of five weeks beyond its normal expiration date of August 18, 1950. The purpose of this extension was to afford DuMont sales personnel additional time in which to sell the Hazel Scott show. In this endeavor, the sales department was not successful, and accordingly, the show was dropped.

The program was in no manner "cancelled" as charged in the complaint, rather the contract expired by its own terms and was not revived. Inasmuch as the "Hazel Scott Show" had had a sponsor previously who was not sufficiently interested to renew his contract, and had no sponsor after August 18, 1950, it was in the class of "discarded merchandise" and less salable than had it been a previously unsponsored program.

With a relatively low popularity rating (next to the lowest of the four networks) the show became a liability financially and program-wise to the DuMont Network. Both its relatively high cost ($400 to $600 per weekly quarter hour), and its low acceptance rating with television audiences urged its abandonment in the interests of DuMont and of the viewing public.

PROTECT YOURSELF, your STAFF, your CLIENTS

from the daily hazard of

LIBEL, SLANDER, INFRINGEMENT OF COPYRIGHT, INVASION OF PRIVACY

Arising from Editorializing, Speeches, Newscasts, Ad libs, Financial Comment, Mystery Plots, Gossipy Announcements, Man-on-the-street Interviews.

Hundreds of Broadcasters and Newspapers guard this continuous hazard with our special, tailored-to-the-risk Insurance.

USE CAUTION — LADY LUCK IS A DESERTER!
IT COSTS SO LITTLE TO BE SURE WITH INSURANCE.

For details, write to the Pioneer in this line.

EMPLOYERS REINSURANCE CORPORATION
Insurance Exchange Bldg. — Kansas City, Mo.

It's Fun . . .'

VICTOR C. DIEHM, president-general manager, WAZL Hazleton, Pa., was in attendance as a trustee at graduation ceremonies of Bloomsburg (Pa.) State Teachers College May 26. After ceremonies got underway, Mr. Diehm received a note from the college president, saying "You're going to be the main speaker today." The man scheduled to give the main address had not yet arrived. Without any preparation, Mr. Diehm spoke on "It's Fun To Live In America." The graduating class gave him quite an ovation. Other stations with which Mr. Diehm is affiliated are WHOL Allentown and WHLM Bloomsburg, both Pennsylvania, and WIDE Biddeford, Me.

KYTE ELECTED
Heads L. A. Ad Club

WILLIAM O. KYTE, advertising-sales promotion manager, General Electric Co., has been elected president of the Los Angeles Advertising Club, succeeding Russell Z. Keller, advertising manager, Sunkist Growers Inc., who continues as director.

First and second vice-presidents are Leland A. Phillips, manager, Grand Central Market, and Glenn E. Carter, assistant vice-president, Bank of America. George W. Purcell, advertising manager, Van de Kamps Bakeries, is new treasurer and Helen Edwards, president, Helen Edwards & Staff, secretary.

New directors include Nelson Carter, vice-president, Foote, Cone & Belding; J. A. Crooks, advertising manager, Certified Grocers of Calif., and D. J. Gould, head of sales service-public relations, Western Lithograph Co.

Continuing on the board are Milton James, sales department, Federal Envelope Co.; Robert M. Sample, vice-president, Better Business Bureau, and Paul G. Beach, advertising agent, Union Pacific Railroad.

WDUZ
ABC NETWORK
in GREEN BAY, WIS.

SHELL OIL COMPANY (J.W.T.) JUST RENEWED THEIR 10 P.M. NEWS FOR 366 NIGHTS IN 1952.

BEN A. LAIRD, PRES.
CALL JOHN E. PEARSON CO.

Strictly Business

(Continued from page 18)

program promotion. He also was among the earliest to realize that a program will not build listenership without enthusiastic support of dealers and distributors.

At the outset, therefore, he visited the field, learning advertising and promotion problems of local dealers and distributors. Today, he still continues this practice.

Circumstances which led to Mr. DeBow's career with Cities Service began shortly before 1926 when he was a member of the production department of Lord & Thomas, first agency to handle the Cities Service radio account.

Shortly thereafter, he went to Cities Service as editor of a company house organ. He was soon given the additional duty of being in charge of the company's financial advertising. Thus today, at age 50, he is well grounded in the tools of his calling. Mr. DeBow has been manager of the Cities Service advertising and news department since 1943, except for a Navy hitch in 1945.

Born in New York City, May 15, 1907, he received his early schooling there and attended Columbia U. In 1931, he married the former Dorothea Camden.

They have two children, Jay, 20, who majors in radio and advertising at the Henry A. Grady School of Journalism, U. of Georgia, and Tom, who is 12.

Mr. DeBow likes to fish and hunt. In summer, he spends weekends in Maine, commuting from New York by plane. He is a member of the Assn. of National Advertisers, the Advertising Club of New York, Radio Executives Club, Downtown Athletic Club and the Plandome Golf Club.

FTC PERSONNEL
Mead Announces Changes

ROBERT B. DAWKINS, assistant general counsel in charge of special legal assistants at the Federal Trade Commission, succeeds James W. Cassedy as assistant general counsel in charge of appeals, FTC Chairman James M. Mead announced last week. John V. Buffington succeeds Mr. Dawkins.

Mr. Cassedy resigned to join a law firm which brought the comment from Chairman Mead that "we might as well face the fact that government can no longer compete with private business in the matter of salaries."

WCAU Inc. Labor Vote

NATIONAL Labor Relations Board confirmed last week that in elections held April 18 at WCAU Inc., Philadelphia, among all film technicians, the AFL-Electrical Workers, Radio & Television Broadcast Technicians, Local 1241, received all of the eight votes cast. WCAU Inc. operates WCAU-AM-FM-TV.

Advertisement

From where I sit *by* Joe Marsh

Me—
Advising a Banker!

The Missus and I were invited to a big dinner over at Balesville the other night. I sat next to a banker from the state capital.

"Mighty nice country you've got down there, Mr. Marsh," he says. "Don't be surprised if I come to live there myself. In a few years I plan to get away from everybody, buy a farm and just take it easy."

"Well," I told him, "we'd like to have you. But when someone plans to buy a farm and 'take it easy' he often winds up working harder than ever. It takes a lot of *work* to run a farm right no matter how many hands you can afford to hire.

"And from where I sit," I continued, "you won't 'get away' from people either. Neighbors are plenty important in a farming community—whether it's helping one another out or just friendly visiting over a sociable glass of beer." "Hard work and neighbors dropping in all the time?" he asks, looking over his glasses. Then he smiles and says, "Sounds wonderful. You've just sold me on a farm."

Joe Marsh

Copyright, 1952, United States Brewers Foundation

allied arts

GEORGE W. HENYAN, chief of components branch, NPA's electronics division, returns to General Electric Co., Schenectady, N. Y., as general manager of tube department.

URSULA HALLORAN, Rogers & Cowan, N. Y., public relations firm, elected vice president.

MARSHALL WARD Jr., manager of merchandising research, Vick Products Div., Vick Chemical Co., N. Y., promoted to director of department.

Mr. Ward

JACK ABEL to Insuline Corp. of America, Long Island City, N. Y., in charge of mechanical engineering department.

FRANK LYON Co., Little Rock, Ark., appointed distributor for RCA Victor in southwest.

ROBERT N. KATZ, advertising manager, Harper-Megee Inc., Seattle, to Kaye-Halbert Corp., Culver City, Calif., in similar capacity. He succeeds ED ALTSHULER, now national marketing director.

E. A. TISCHLER, consultant on special assignment, Hoffman Radio Corp., L. A., named publicity director.

DONALD E. LARSON, advertising manager, becomes advertising director. Sales promotion manager is ROY D. SODERLIND, account executive, Foote, Cone & Belding, Chicago.

GEORGE BURTT, advertising manager, Western Stove Co., Culver City, Calif., opens GEORGE BURTT ADV. SERVICE, 830 N. La Brea Ave., Hollywood, to handle promotion for radio stations and publishers. Telephone is Hollywood 9-5739.

UNIVERSAL PRINTING & LITHOGRAPH Co., L. A., relocates at 1850 Beverly Blvd. Telephone is Dunkirk 8-3106.

JIM McGUINN, former public relations counsel for advertising agencies, named director of public relations for USO Camp Shows Inc.

BARKIN, HERMAN & Assoc., Milwaukee, publicity firm for *Schlitz Playhouse of Stars* and *Halls of Ivy*, opens offices in New York and Hollywood.

THOBEN F. ELROD, branch manager, Crosley Distributing Corp., Atlanta, promoted to western sales manager succeeded by J. D. CRAWFORD, who transfers from firm's Portland, Ore. office.

Mr. Elrod

JAMES M. SKINNER Jr., vice president in charge of sales of refrigeration division, Philco Corp., named vice president in charge of distribution for firm's domestic divisions.

MILTON WEISS, account executive, Rogers & Cowan, Beverly Hills, public relations firm, elected vice-president.

Equipment . . .

INSULINE Corp. of America, Long Island City, N. Y., announces manufacture of dolly to facilitate moving heavy material including radio-TV test instruments, oscilloscopes, transmitters and receivers. Dolly carries catalog number 4086.

GENERAL ELECTRIC Co., Schenectady, N. Y., announces availability of "high reliability" receiving tubes for installation in industrial and communications equipment. Tubes reduce tube failure by 10 to 1 in certain applications.

TAPEMASTER Inc., Chicago, announces development of new portable power amplifier and speaker termed Model SA-13 designed as companion unit to Model PT-125 tape recorder. Combination provides professional quality tape recorder and playback assembly.

Technical . . .

BARNEY TILLEY Jr. named chief engineer, WVOW Logan, W. Va.

WILLARD F. MATHESON, cameraman, KTLA (TV) Hollywood, elected president of Television Broadcasting Employes Local 815, IATSE.

CBS World News
Don Hollenbeck, Newscaster
7:00—7:15 A.M.
Monday thru Saturday
Can be purchased as a 2, 3, or 6-time a week property.
Contains remote pick-ups from the news capitals of the world. First major newscast every morning in El Paso.

COVERAGE
greater than any other station in El Paso, regardless of power
KROD
600 KC 5,000 WATTS

CBS RADIO IN EL PASO
REPRESENTED NATIONALLY BY THE O. L. TAYLOR CO.

AGENCY ELECTION
Lennen, Newell Top List

PHILIP W. LENNEN and H. W. Newell, who are planning a new agency to be known as Lennen & Newell [B•T, May 26], were elected chairman of the board and president, respectively, at the annual meeting of Lennen & Mitchell, New York, last week. The agency will continue to function as Lennen & Mitchell pending completion of the change to Lennen & Newell.

Meanwhile, it was announced that Walter O'Meara, for the past ten years director of creative departments and chairman of the review board of J. Walter Thompson Co., New York, will join Lennen & Newell as vice president, director and chairman of the plans board and executive director of all creative work.

Other officers elected at the L&M meeting:

Walter F. Swertfager, vice president; Michael J. Madar, secretary and vice president; Hans Sauer, vice president and executive art director; John D. Speirs, treasurer; Todd B. Franklin, vice president in charge of merchandising and research; Catherine V. Parker, vice president in charge of media; Frederick W. Reynolds Jr., Robert B. Owens Jr., Thomas P. Doughton, Daniel M. Daley Jr., Jackson Taylor and Stephen M. Kenyon, vice presidents; Peter V. Keveson, vice president and radio and television copy chief; Nicholas E. Keesley, vice president in charge of radio and television.

Board Chairman Lennen is a co-founder of Lennen & Mitchell. President Newell formerly was executive vice president of Gayer, Newell & Ganger, from which post he resigned as of last Monday. Ray Vir Den, former president of Lennen & Mitchell, resigned some time ago.

Sen. Russell Names

SEN. RICHARD B. RUSSELL (D-Ga.), candidate for the Democratic Presidential nomination, has appointed Thomas D. Blake, formerly assistant to the late Stephen T. Early, White House press-radio secretary, to his public relations staff. Oliver W. De Wolf continues to work with the press, radio and television for Sen. Russell, the candidate said. Booth Mooney, of Mooney & Cullinan, public relations consultants of Dallas, assists Mr. De Wolf.

TOLEDO STATION
Fourth AM Grant Prop

INITIAL decision recommend the grant of the fourth AM sta at Toledo was issued by FCC week. The proposed grant, fo kw fulltime on 1470 kc, direct day and night, would go to western Broadcasting Co.

In the initial ruling, Hea Examiner Fanney N. Litvin pro posed to deny the competitive w station bids of Toledo Blade Radio Corp. of Toledo and Broadcasting Co. of Ohio, Harbor, Ohio. The examiner would deny the application WTOD Toledo to change from kw daytime on 1560 kc to 1 kw time, directional, on 1470 kc.

The examiner preferred western Broadcasting on the of greater integration of owners and day-to-day management of proposed outlet. Proposals Toledo Blade Co., Radio Corp. Toledo and Rural Broadcasting were found to involve interfere to CFOS Owen Sound, Ont.

The examiner ruled for denial the Toledo Blade Co. application on the ground that it had not met legal qualifications. Toledo Bla Co. owns P. G. Pub. Co., which turn owns WWSW Inc., licensee WWSW Pittsburgh. However, officers concerned are neither cers nor directors of P. G. Pub. Co or WWSW Inc., the ruling noted

The examiner also found that th Rural Broadcasting Co. bid mus be denied on the basis of FCC requirement for 30 kc separatio between stations where their re spective 2 and 25 mv/m contour overlap. WLEC Sandusky, Ohio is assigned 1450 kc.

Principals in Midwestern Broadcast ing include: Ford R. Weber, investment banker, president, and 5.7% owner Arthur W. Weber (no relation to Fo R.), attorney and certified public ac countant, executive vice president treasurer, 14.2%; Russell Gohring, for mer program director and producto manager for Fort Industry Co. station (now Storer Broadcasting Co.), cre credit manager of La Salle & Koch Co department store, station director an director, 8.5%; Joseph H. Kroeger branch manager, Toledo Tabulatin Div., Remington Rand, vice president sales manager, 14.2%; Adaline Gressler former public school teacher, educa tional director and director, 14.2% Russell G. Perry, program director 5.7%.

the NBC *station serving greater* YOUNGSTOWN, O.
30th population area in U.S.
5,000 WATTS
WFMJ
Duplicating on 50,000 Watts FM

M AXELSON (l), chairman, Den- Ad Club awards committee, pre- ts "Ad of the Year" award to dna Hammersley, KOA Denver former known to listeners as "Lora ce", while Numa James (r), ad b president, looks on. Presenta- n was made at Denver's Shirley-Savoy Hotel May 29.

IN THE DENVER Ad Club competition, KLZ Denver won first awards in public service programming and local music program production, and special awards in news commentary, public service and children's programming. Public service first awards was for KLZ's *Sounding Board*, Friday evening vehicle for airing important controversial questions. Above (l to r) are Jack Tipton, KLZ account executive; Sheldon Peterson, KLZ news director, holding the Public Service Award; M. D. Marlow, advertising manager, McMurtry Manufacturing Co., holding Local Music Program Origination Award; John G. McMurtry, company president; Tom Axelson, Axelson Agency, and Hugh B. Terry, KLZ general manager.

ARKETERS MEET

Madden, Dunville to Talk

ELEVISION and radio will be cussed by NBC's Edward D. dden and Crosley Broadcasting rp. President Robert E. Dun- le, respectively, at a session of e American Marketing Assn.'s eting in Cincinnati next week.

Mr. Madden, NBC vice presi- nt in charge of TV network erations and sales, will talk on elevision, a Revolution in Mar- ing." on Tuesday afternoon. At e same session, Mr. Dunville will cuss "Radio Today and Tomor- w." Among other speakers will Richard D. Crisp, Tatham-Laird, "A Case Study in Copy Re- arch." The meeting is scheduled nday through Wednesday at the etherland Plaza Hotel.

ux Changes Format

R the last five broadcasts of current season, June 2-30, CBS dio's *Lux Theatre* becomes *Lux ur of Romance and Mystery* with o half-hour programs, *Romance d Broadway Is My Beat*, filling Monday 9-10 p.m. (EDT) time riod. J. Walter Thompson Co., s Angeles, is the agency for ver Bros.

BELL, GEROT

Head Gen. Mills, Pillsbury

TWO major milling companies in Minneapolis have elected new presidents: Charles H. Bell of General Mills Inc., and Paul S. Gerot of Pillsbury Mills Inc.

Mr. Bell succeeds Leslie N. Perrin, 65, who has retired. Formerly executive vice president, Mr. Bell is the third generation of his family to be president of General Mills or a predecessor company.

Mr. Gerot moved up through various sales and advertising positions to become executive vice president last year. In his new post, he succeeds Philip W. Pillsbury, who becomes chairman. John S. Pillsbury, who had been chairman, is now honorary chairman.

Kefauver Vs. Taft

SENS. Estes Kefauver (D-Tenn.) and Robert A. Taft (R-Ohio) are scheduled to discuss their respective policies on Theodore Granik's *American Forum of the Air* June 15 (Sunday), 10:30-11 p.m. EDT over NBC's radio and TV networks.

NIELSEN DOUBT

Expressed on BMB Survey

CHECK with A. C. Nielsen Co. Audimeters at the time BMB audience measurement survey No. 2 was underway in the late 1940's "showed that the average radio family actually listened weekly (during the daytime) to 59% more radio stations than the BMB ballots reported," according to Mr. Nielsen.

His statement June 2 came with distribution of a brochure giving details of a new "Nielsen Coverage Service."

"Expressed another way, this means that the mail ballot system short-changed radio by 37% on this one point alone," he continued, asserting these findings are being reported because radio now is "being forced to fight for fair recognition."

He contends the new NCS project, now in progress with results promised in the early fall, goes "far beyond" the BMB mail survey and will provide the first nationwide measurement of TV coverage as well as radio coverage, show TV and radio ownership on a county basis, car radio ownership, out-of-home listening and viewing, and other data, classified according to family characteristics.

Asserting that NCS is viewed as "a continuing or repetitive" service, Mr. Nielsen said plans for No. 2 (in 1953 or 1954) are being made, and points out that the discount structure on subscriptions includes 10% off for subscribing now to the second study. NCS is offered on two bases: "Basic" and "comprehensive," the latter including "basic." Copies of the brochure describing NCS are being mailed to all radio and TV stations and leading advertisers and agencies.

JOHN T. FLYNN, WMGM New York news commentator, has completed revisions for sixth edition of his best-seller, *While You Slept*. New material is based on McCarran Committee hearings in U. S. Senate, and the Korean war.

D'ARCY EXPANDS

Plans Announced at Fete

CELEBRATING expansion of its New York operations, D'arcy Advertising Co. played luncheon host to 75 members of its New York staff at the Waldorf-Astoria last Monday.

J. F. Oberwinder, president of the agency, announced to the members the addition of four new accounts and 34 members of the former Federal Adv.

He also explained the appointment of a three-man administrative committee which will be responsible for all decisions on management policy affecting the New York operation. This committee is composed of Vice President John Young Brown, who will sit as chairman and Vice Presidents Kenneth W. Plumb and John B. Morse.

He further announced the appointment of an eight-man plans board which will serve as an agency team on all advertising campaigns and problems of clients served by the New York office. Headed by Vice President Gordon E. Hyde, the plans board will include Vice Presidents Brown, Plumb, Morse, Paul Louis, Jamie T. Irvien, Douglas Boyd and Frank S. Ott.

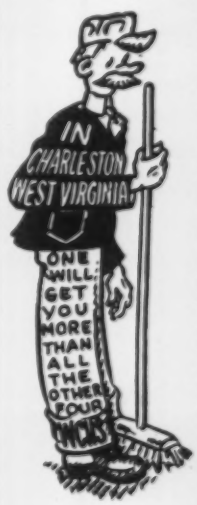
SUMMER series of NBC radio *The Railroad Hour*, started June 2, featuring 18 new operettas written or adapted by Jerome Lawrence and Robert Lee.

Mr. Richard H. Hehman
Blue Ribbon Man
The Pabst Co.
Chicago

Dere Dick:

We're about to git a powerhouse punch down here in th' Kanawha vallie when they gits done buildin' a big new 'lectric plant. Seems all I here about is new generatin' plants since th' war but it must hev somethin' to do with th' fact thet new plants is alwayz bein' put up and old plants iz usin' more lecktricity. When they sez "What'll you hev", I guess th' big shots iz sayin' "Th' Kanawha vallie" just like when you say "What'll you hez" more and more peeples here is sayin' Pabst Blue Ribbon. They here about it on WCHS with 5,000 at 580.

Yrs.,
ALGY.



WCHS
Charleston, W. Va.

IT'S A HABIT!

For 25 years, farmers in Kansas and nearby states have turned to WIBW for dependable service and preferred entertainment.

WIBW The Voice of Kansas in TOPEKA

programs promotion premiums

PAIR of tickets to a Cleveland Indians ball game are going to each of five or six telephone contestants each evening on *It's a Hit!* on WTAM Cleveland. New musical baseball quiz was created by Joe Bova, station program director. Contestants comprise a team. When the song is identified correctly team gets a man on first base. If a score is made before "three outs" each member of the team collects two tickets.

WOMEN'S CLUBS WORKSHOP

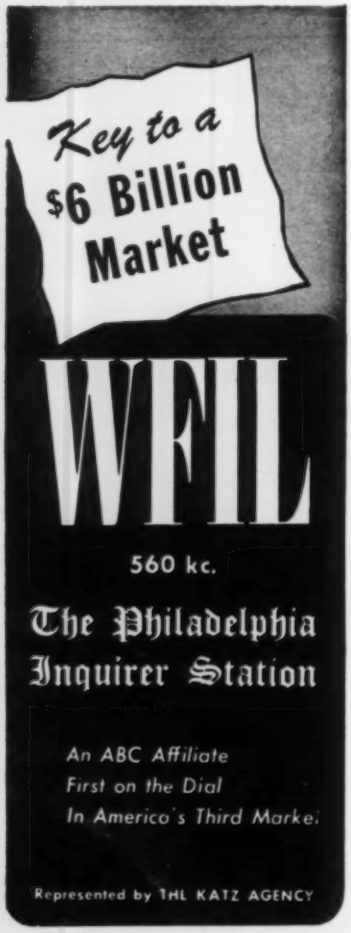
PLANS are being drawn up by Ruth Crane, WMAL-AM-TV Washington women's director, for a TV institute for women's club officers. Two TV workshops will be scheduled. Miss Crane will present a "model" club program with club leaders as studio guests. Discussion period will follow.

NEWSY STATION BREAKS

STATION break news flashes went into effect June 5 at KSTP-AM-TV Minneapolis-St. Paul. Twelve spot summaries per day use local and national items closing with a plug for the next scheduled newscast.

WOW-AM-TV FARM TOUR

WOW-AM-TV Omaha fifth annual Farm Study Tour to Mexico and Texas will take place September 14-30 under Mal Hansen, station farm director, when a minimum of 165 persons will visit citrus and cattle raising areas in Texas and agricultural regions of Mexico.



TV MECHANICS COURSE

AVERAGE householder started getting pointers on how and when to make repairs and insure proper maintenance when WTVJ (TV) Miami began a series of programs, *Home Mechanics*, last week. Telecasts are presented in cooperation with the evening division of the U. of Miami. Course, consisting of eight half hour programs, will also stress evaluation of household merchandise for good design, construction and material.

BROCHURE ON PROMOTION

PHOTOGRAPHS of grocery displays and stores where displays are featured highlight "marketeering" brochure sent to agencies and accounts by KXYZ Houston. Copy stresses that advertiser's product will get on-the-air promotion in any time classification in addition to promotion in 124 leading grocery stores if KXYZ facilities are used to sell merchandise.

PROGRAM'S MAIL RESPONSE

KING size promotion is the theme used in a mailing piece plugging Ed King and the KDKA Pittsburgh *Party Line* show. Illustrated with playing cards, copy points up the program's pull. On a show in mid-April, two one-minute announcements were made offering copies of a promotional newspaper. Station reports 5,800 responses were received.

INDIAN FILMS ON TV

SPECIAL arrangements with the Embassy of India, Washington, D. C., were made by WFIL-TV Philadelphia for a series of cultural and social films dealing with that country. Half hour movies covering all phases of Indian life, are being presented to inform the public on conditions existing in the Far East.

ELECTION COVERAGE

EIGHTY additional persons were employed by WGST Atlanta to help give extensive coverage to state primary elections last month. WGST reports that 10 minutes after polls closed the station aired the first flashes of precinct returns.

WLW's TALENT SEARCH

STAR search conducted recently by WLW Cincinnati drew 1,873 entries and originated from 174 theatres in WLW's four state listening area, according to station reports. Three finalists will be named for cash prizes and will receive three-month contracts with the station. Contracts will be open for renewal if the acts are successful.

"WILLY" AWARDS

AWARDS designed to foster and stimulate the study of broadcasting were presented to two Michigan State College students last week by WILS Lansing, Mich. At an awards luncheon, Lee Hanson and Clayton Roehl received "Willy" statuettes for work in announcing and radio production, respectively.

RECIPE BOOKLET

AS service to her TV audience, illustrated mimeographed booklets containing recipes for summer parties are being mailed by Mary Landis, WBAL-TV Baltimore's kitchen expert. Recipes included are those used by Miss Landis on her cooking program.

NEW STATION BREAKS

NEW approach to station breaks is being tried at WIP Philadelphia. Children of staff announcers identify themselves, tell about their dads and announce the station call letters.

PROFESSORS FEATURED

PROFESSORS from Bryant College, Providence, R. I. took to the airways last Saturday when a new series of broadcasts was inaugurated on WPRO that city. Titled *Bryant's View*, the program marks the college's entrance into the radio field with regularly scheduled programs. All lecturers on the weekly broadcast will be members of the faculty.

POLITICAL TELECAST

TELEVIEWERS in the Southwest were given five and a half hours of on-the-spot reporting of the Texas Democratic convention by KEYL (TV) San Antonio last week. Members of the station's news staff interviewed convention notables and covered the event from the city's Municipal auditorium.

WNAX FORUM

WNAX Yankton, S. D., awarded $250 to a Yankton high school pupil at the sixth annual "Spring Workshop," culminating program of the WNAX *High School Forum*. The winner was adjudged "most effective" of the finalists who spoke on, "Are We In Danger of Losing Our Freedom of Speech Through Government Action?"

AUDITIONS AT WBEN

EIGHTH annual auditions for Buffalo's "Voices of Tomorrow" competition are being conducted by WBEN-AM-TV that city. Final will be simulcast over the station at the end of June. Two outstanding vocalists will win an all-expense trip to compete for national honors at Chicagoland Music Festival in August.

KBIG INTRODUCTIONS

REALIZING impossibility of four account executives being personally introduced to Southern California advertising agencies before station started operating, KBIG Avalon sent picture and brief biography of each account executive to all agencies. An accompanying letter read, in part, "If you haven't seen this [illegible] haunting your reception room you will soon."

'GRASS ROOTS' SURVEY

WGAR Cleveland's News Editor Charles Day, in a "grass roots" political survey, is interviewing editors of rural and suburban newspapers on his program, *Opinion*. In addition to probing political thinking in regard to the Presidential race, Mr. Day asks his editor-guests about any cultural or industrial improvements in the areas of northern Ohio which might be of general interests WGAR listeners.

ACADEMIC SERIES

SERIES covering activities in schools of medicine, law, dentistry, music and science affiliated with the U. of Louisville has begun at WAVE-TV Louisville. *University Today* brings to viewers such programs as the comic opera, "Così *Fan Tutte*." This program telecast last week was the city's first locally produced TV opera, station reports. WAVE also claims an enthusiastic response from laymen and critics alike.

WFOR LOCAL COVERAGE

WFOR Hattiesburg, Miss., took advantage of an opportunity to carry out its renewed policy of emphasizing local news and special events coverage when fire broke out in a half-block of buildings adjacent to the station. David Waite, WFOR newsman, was up on the roof of the studio in time to broadcast the arrival of the fire fighting equipment. One of the sparkplugs of the local-emphasis policy is Don Cunningham, new editor, who said that he was getting complete cooperation from the staff.

"LOST AND FOUND" STATION

WDIA Memphis is attaining a reputation as the "lost and found children's station," reports Program Director Christine C. Spindel, citing the recent case of a lost four-year-old. Just after the mother had telephoned the description to WDIA, a second call came in from the finder, obviating the necessity for a broadcast.

ARAMOUNT LABS
Sold for $550,000

RCHASE of Paramount Labs., llywood, for $550,000, by G. leton Hunt and Hans De Schul- s, partners of Unicorn The- es Inc., San Francisco, took place y 26.

The property, to be taken over 30 days and renamed, will start erations within 60 days as a plete commercial laboratory to cess 35mm and 16mm film for and motion pictures. Paramount tures, represented by Robert nter, had closed its laboratory ril 19 because of its work on a r program.

USY YOUNGSTER
KLW's 20th Birthday Noted

KLW Windsor-Detroit celebrated 20th birthday anniversary June and officials reflected that the tion has been "a mighty busy ngster."

Detroit's Common Council passed official resolution congratulating KLW "for two decades of com- dable progress" in the field of dio. Acting Mayor Louis C. riani presented the resolution Joseph E. Campeau, CKLW sident, at a birthday party in Detroit Athletic Club.

Mr. Campeau commented, enty years ago today seems only yesterday. But when we back over our 153,358 hours broadcast time—the 11,804 ad- tisers we've served—the 48,620 rs of public service time we've ated, and our growth from 5 to 50 kw, then and only then ve realize we've been a mighty youngster."

CKLW officials extended per- al congratulations to staffmen had been with the station the 20 years. These veterans in- de William H. Gatfield, treas- r; William J. Carter, chief en- eer; Walter Collins, master con- engineer, and Gordon Fleming, anist.

DIO-TV performer Nelson Case is paring a book, *History of the Brook- Dodgers*, which will be published American Binder Co. upon comple-

book reviews . . . .

ANTENNAS: THEORY AND PRACTICE by Sergei A. Schelkunoff and Harald T. Friis. Published by John Wiley & Sons Inc., 440 Fourth Ave., New York 16, N. Y.; 639 pp.; $10.

ADVANCED ANTENNA THEORY by Sergei A. Schelkunoff. Published by John Wiley & Sons Inc., 440 Fourth Ave., New York 16, N. Y.; 216 pp.; $6.50.

BOTH books are part of the Wiley Applied Mathematics Series, of which I. S. Sokolnikoff is the editor.

The first, *Antennas: Theory and Practice*, offers a thorough treatment of the basic ideas and techniques necessary to understand antenna behavior and design. It is a comprehensive book dealing with antennas of various types in various frequency ranges.

Book treats antenna principles and the theory of radiation with practical applications; it stresses physical ideas and pictures as well as methods of quantitative analysis.

The second volume, *Advanced Antenna Theory*, presents the theory behind antenna behavior and broad band antenna design. It is devoted to recent, important work in advanced antenna theory and would serve as an excellent review of current trends in antenna research and development.

Dr. Schelkunoff, internationally known authority on antennas, has for more than 20 years been with Bell Telephone Labs, as a consultant. Dr. Friis is director of research in high frequency and electronics at Bell Labs and is the originator of 24 patents.

TWENTY BASIC POINTS FOR TV RECEIVER SERVICE by A. C. W. Saunders. Published by the Paul H. Wendel Pub. Co., Indianapolis, Ind.; 44 pp.; $1.

FIFTH notebook in the Television Technician's Lecture Service, this booklet presents the essentials for rapid TV servicing by circuit analysis.

Twenty basic circuit points are described in text and profuse diagrams: Design of video amplifiers for broadband response, control of stage gain, function of automatic gain control, tuned circuit response, gain and bandwidth comparisons, stagger tuning of 1-F stages, parallel effect of grid circuit on plate load, design requirements of video detectors, phase inversion properties of a conventional amplifier and others. Voltage waveforms and concise data on proper ion trap adjustment are also given.

Mr. Saunders is director of Saunders Radio and Electronic School, Boston, and president of the Radio-Television Technicians' Guild, and developed his circuit-analysis technique during lectures to TV servicemen throughout the United States.

RADIO ANTENNA ENGINEERING by Edmund A. Laport. Published by McGraw-Hill Book Co., 330 W. 42d St., New York 36, N. Y.; 563 pp.; $9.

ANTENNAS made of wires, masts and towers with frequencies up to 30 mc are grist for Mr. Laport, chief engineer, RCA International Div. The book includes some of the more advanced designs for both UHF and VHF and is illustrated with graphs, charts and photographs.

Callings on a backlog of 30 years of world-wide engineering experience, Mr. Laport treats radiation, circuital and mechanical engineering aspects separately for each type of antenna and includes consideration of operational requirements, bandwidth, propagation engineering and system engineering.

Miss Fox's Year

KATHERINE FOX, director of special broadcast services for WLW and WLWT (TV) Cincinnati, has won six awards in the past five months. Early this year, *McCall's* magazine recognized Miss Fox as an outstanding woman broadcast executive; the English-Speaking Union presented her with a citation during her visit to London for her contributions to international understanding; two publications in the entertainment field cited public service programs, inspired, produced and directed by Miss Fox; the Cincinnati Advertising Club selected her as the "Cincinnati Advertising Women of the Year," and the duPont Foundation gave the Crosley Broadcasting Corp. a commendation for its public service programming (Crosley says that the basis for the duPont commendation was a program series designed by Miss Fox).

Miss Fox

NCAB AGENDA
Set for June 19-20

PROBLEMS in labor relations and operating costs will be described by Richard P. Doherty, NARTB employe-employer relations director, at the June 19-20 convention of the North Carolina Assn. of Broadcasters, at The Carolinian, Nags Head.

Mr. Doherty will be opening speaker after the call to order by President T. H. Patterson, WRRF Washington, N. C. Afternoon program for opening day calls for a Cape Hatteras cruise.

Ed Ruggles, director of the North Carolina State College Extension Service, will speak the second day on joint plans of NCAB and the college to set up technical training to ease the shortage of first class operators. John Smith, NARTB FM director, will speak on "Revived Interest in FM Broadcasting."

Plans for the July statewide radio promotion will be outlined by J. Frank Jarman, WDNC Durham, to be followed by an open discussion. An afternoon beach party will be held, with the U. S. Brewers Foundation as host. Transcription companies will provide prizes for a treasure hunt. Other events include an Armed Forces air show and a prevue of "The Lost Colony" pageant.

SUMMER long spot campaign to promote highway safety has been inaugurated at WCTC New Brunswick, N. J. Campaign was instituted for summer weekend broadcast.

Watch that "Follow-thru"

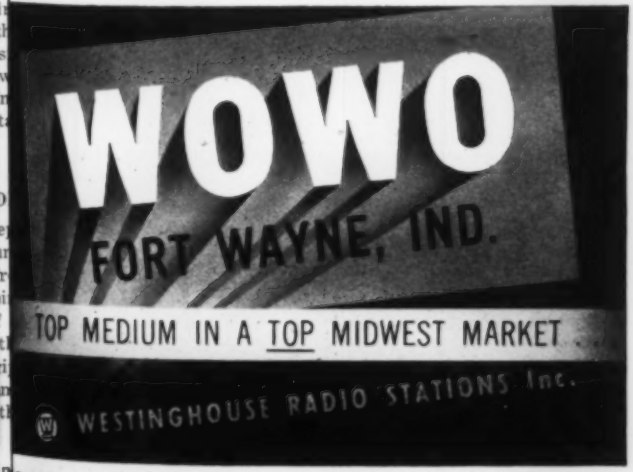
Even Bismarck knows that no matter how much power you put into your swing, it's the follow-thru that counts. If you're interested in the rich Midwest market, KFYR, with the nation's largest area coverage, is "must" on your media list—gives your advertising dollar a pre-war stretch in this wealthy, rural market.

KFYR

BISMARCK, N. DAK.

5000 WATTS-N.B.C. AFFILIATE

Rep. by John Blair



POLITICAL ISSUES

Miller Advises Broadcasters

BROADCASTERS have the right to editorialize during political campaigns and are entitled to take definite stands on issues and candidates, according to Judge Justin Miller, chairman of the NARTB board.

Writing in response to a query from Arthur L. Greene, manager of KLTI-AM-FM Longview, Tex., Judge Miller summarized the rights and privileges of broadcasters. Mr. Greene had inquired about the position his stations might take in a local wet-dry campaign.

"I hope you will go ahead and editorialize your own position frankly and forcibly," Judge Miller wrote Mr. Greene, "telling your audience that it is your right and privilege to do so, under the Constitution and law of the land. Then, I hope you will invite as many responsible citizens—as you can conveniently program — to speak on all phases of the problem for, against or in-between; telling your audience, in doing so, that you are inviting those people to speak —not in derogation of your own right to editorialize—but in order that the people may hear all sides of the question and decide intelligently how to vote; being fully confident the truth will prevail if all sides are presented.

"This, in my opinion, is the true editorial tradition, and the one best calculated to maintain the respect and confidence of your community, as well as to establish the prestige of broadcasting."

Going into the legal duty of a broadcaster under the law and under FCC rulings, Judge Miller explained that Sec. 315 of the Communications Act permits a station to refuse facilities to both sides and sidestep the issue, or permits it to sell or give time to one candidate to speak on one side in which case it must give equal opportunity in time, day or night, to his opponent.

If the second alternative is adopted, Judge Miller warned, the station must not censor the script of any candidate who broadcasts, involving possible risk.

The FCC has ruled, he reminded, that the word censor in Sec. 315 forbids the broadcaster to delete any part of, or in any way change, the script of the candidate, even though it may be libelous on its face. This FCC "dictum" sets up a dilemma, he noted, if the broadcaster should refuse to allow a candidate to broadcast libelous material or persuade him to recast it. Such a course would involve the danger of having FCC deny license renewal.

Possible Repercussions

On the other hand, Judge Miller continued, if he allows the candidate to broadcast a libel he may suffer a judgment for damages under the law of his state. A number of states have laws freeing the broadcaster from liability in such cases unless he was himself a party to the libelous broadcast.

Another risk in Sec. 315 was pointed out by Judge Miller, who observed that "it would require a broadcaster who permitted a Democrat and a Republican to use his station, also to permit a Communist to use it, if the Communist were a qualified candidate. The Supreme Court has recently decided that a Communist is a criminal, because he advocates the overthrow of government by violence.

"Hence, if a member of the Communist party qualifies as a candidate and preaches the overthrow of government over a broadcasting station—assuming that the broadcaster knowingly permits him to do so and fails to strike out the criminal preachment—then the broadcaster might be charged as an accessory to the crime.

"The incongruity of Sec. 315, and the FCC's interpretation of it, thus become more and more apparent."

Judge Miller summed up the controversial issue doctrine in this way:

It is the duty of the broadcasting licensee, in the public interest, to see to it—in the programming of his station—that liberal attention is given to controversial issues affecting the public interest of his community. It is his duty, moreover, to see to it that both sides of such issues are fully and adequately presented; hence, that he must use due diligence to select proper subjects for such discussions and due diligence to find qualified speakers on each side. The FCC has enunciated this doctrine on many occasions and has clearly indicated that it will give serious consideration, in renewal hearings, to whether or not licensees have complied with the doctrine.

Judge Miller emphasized that the First Amendment of the Constitution — forbidding Congress to make any law abridging freedom of speech and press—and Sec. 326 of the Communications Act—forbidding FCC from interfering with freedom of speech and press—"clearly guarantee to broadcasters the privilege and the right to editorialize." He recalled that FCC in 1949 reversed its earlier ban against editorializing but still requires the broadcaster who editorializes to give the public a reasonably balanced presentation of all responsible viewpoints on the issue.

He urged the Longview broadcaster to tell the community, as a newspaper editor would do, "how you feel about the subject, massing your arguments as effectively as possible. Then I hope you will graciously invite responsible persons to present their responsible viewpoints, also. In this way you conform to the applicable laws, doctrines, rules and interpretations, but you will do so in a dignified way; consistent with the prestige of broadcasting and with your rights and duties under the Constitution."

Judge Miller said that a good case can be made by challenging the validity of Sec. 315 and the FCC's decision on constitutional grounds. He chided broadcasters for failure to fight for their rights under the First Amendment and Commerce Clause, referring to the way publications have met challenges to freedom of the press.

"If you can set a pattern of editorial courage and understanding which will show willingness to assume, voluntarily, the normal responsibility of an editor in his community," Judge Miller said: "if other broadcasters throughout the country will do the same; perhaps, after a time, we can put broadcasting upon such a footing as to make possible the same bold insistence upon the constitutional principles as that of the editors today. Until that time the odds are against us in Congress, in the courts and before the FCC."

MISSOURI Governor Forrest Smith signs the State Senate bill providing broadcasters immunity from suit resulting from libelous statements made by candidates making radio-TV appearances. Gov. Smith, who plans to veto the bill, signed it after conference with Missouri station spokesmen [B•T, May 26].

'CARAVAN' TOUR

On Westinghouse Sales Plan

"CONVENTION CARAVAN," carnival introducing Westinghouse radio-television fall merchandising plans to dealers and distributors is to arrive in Chicago today (Monday) for the first of seven country-wide meetings, J. F. Walsh, TV-Radio division sales manager, announced last Tuesday.

While meetings feature a carnival atmosphere, with Broadway artists performing, the basic theme is Westinghouse Electric Corp.'s sponsorship of CBS radio and television coverage of the coming political conventions and campaign. From Chicago the caravan will move to New York, Philadelphia, Atlanta, Dallas, Los Angeles, and San Francisco.

LEADING the country in sixth annual aptitude tests sponsored by American Assn. of Adv. Agencies was Los Angeles area with 91 candidates.

Yes...

KWK delivers to its sponsors the most welcome package of all ... the St. Louis radio audience at KWK's LOW—low cost per 1000 radio homes delivered.

Your Katz man

has the bundle of facts ... based on Pulse!

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Saint Louis

KWK

Representative
The KATZ AGENCY

WLS Spearheads Record Scrap Drive!

(See Front Cover)

WLS CHICAGO 7

Clear Channel Home of the National Barn Dance

EMO. FUNDS

Radio-TV Monies Asked

LL for the rank and file of the ocratic Party to contribute to ictory chest so the Democratic ional Committee can carry out comprehensive plan for a na- wide radio-TV campaign" was e last week in party publica- .

The party faithful were asked to tribute $5, $10, $25, $50, $100 $500 to a radio-TV fund. Ac- ding to Publicity Director Sam- C. Brightman no goal has been for the fund.

In a full page "ad" in June 2 ue of *The Democrat*, Chairman ank E. McKinney declared that he battle is on. The Republican nfusion' campaign . . . is in high r. We need money to fight it. l money! We need a real radio television fund to tell America truth—in the kind of language people understand. . . ."

In a front page editorial in the e issue of *The Democrat*, radio TV plans of the Democratic rty were referred to in these rds: "It takes money to broad- t the word to every farm, town city in the nation. Radio and evision — and the Democratic rty plans to use them in a more iting, more dramatic way than y political party ever dreamed of ost money. Big money!"

A ELECTED

Head Jr. Adv. Club of L. A.

N LEA of the White King Soap advertising department, has n elected president of Junior v. Club of Los Angeles, newly med group resulting from a mer- of L. A. Junior Adv. Women L. A. Junior Adv. Men.

rst and second vice presidents are lyn M. McClyman, executive secre- , MacAfee & Edwards, and assistant lic relations director, Helen Ed- ds & Staff, and Noel Lee, executive retary, *Chain Store Age*. Ed Wirsing, ertising department, Union Bank & st Co., is treasurer. Recording and responding secretaries are Elva strong, partner, Independent Re- eration, and John Cochran, sales motion, Art's Engraving Co.

oard of directors includes Janice rgette, assistant media buyer, Mogge- ett Inc.; Bob Vogel, copy chief, rroughs Inc.; Don Martin, account cutive, Keith Jones Representatives; Alan Gardner, public relations di- tor, Florence Gardner Pictures.

Humor in High Places

'HUMOR QUOTIENT' will be established for Presidential candidates Warren, Kefauver, Russell, Kerr, Humphrey, McMahon, Taft, Rayburn and Eisenhower in a test to be given by the Washington Chapter of the National Assn. of Gagwriters, Bill Treadwell, director of the Museum of American Comedy, has announced. The querying of candidates is part of a national survey being conducted by the museum to find if Americans are losing their sense of humor, he said.

NBC Availabilities

NBC will make five political convention radio programs available for local sale on a cooperative basis, spokesmen have reported. The programs: June 28, 7-7:30 p.m.; July 1 and July 3, 10:35-11 p.m.; July 16, 10-10:30 p.m., and July 17, 10:35-11 p.m. Talent charge per program in case of full sponsorship will be one-fifth of the station's one-time applicable half-hour rate; where participations are sold, the charge will be in the same ratio to the station's spot announcement rate. Programs may not be sold to advertisers competing with Philco Corp., which will sponsor NBC radio and TV coverage of conventions.

PHILLIES' GAMES

Fans Ask More Broadcasts

SO MANY basefall fans have requested greater radio-TV coverage of their games, the Philadelphia Phillies have composed a form letter, which reads in part:

The Phillies wish that all our games could be broadcast. Unfortunately, sponsors apparently do not feel that there is sufficient interest to warrant the extra expense of a separate station for each Philadelphia club. . . .

The Phillies would also like to televise a greater number of our games. At present time, however, there are only three television stations in Philadelphia, and because of network demands on their time, they find it inconvenient to schedule more baseball games. . . . If you have further suggestions on this matter, a letter to the television stations might be helpful.

KXO EL CENTRO CALIF.

CAN! and DOES!

Call PAUL H. RAYMER CO., National Representatives

CHURCH NAMED

CBS Radio News Director

WELLS CHURCH, acting director of news and public affairs of the CBS Radio Network since April, has been named director, CBS Radio President Adrian Murphy announced last week.

Mr. Church

Prior to being named acting director, Mr. Church served as editor-in-chief of CBS Radio News, and in his new post he will have charge of the news operations for CBS Radio coverage of the Presidential conventions in Chicago this July. A veteran newsman with varied experience in both radio and newspaper work, Mr. Church first joined CBS Radio in 1931 at Washington, D. C.

He became acting director of news and public affairs when Director Edmund Chester resigned to become general manager and part owner of RHC-Cadena Azul in Cuba [B•T, April 14].

DEWES ELECTED

Heads Ad Club in St. Louis

BONNIE DEWES, first place winner in the Erma Proetz Awards competition for her television work, was elected president of the Women's Advertising Club of St. Louis. Miss Dewes, of the market research department, D'Arcy Adv. Co., succeeds Helen Prange, who will serve as an honorary member of the board of directors.

Others elected at the meeting in the Forest Park Hotel June 2 are: Josephine Hickey, vice president; Mrs. L. Ila Baker, secretary, and Leonora Allen, treasurer. Nine new committee chairmen are: Mrs. Robert A. Willier, program; Mrs. Hazel Wagner, membership; Esther Lee Bride, educational; Jeanne Hynes, press; Mrs. Beulah Schacht Cochrum, publication; Grace Stockhus, business & civic; Mrs. Virginia Stobie, entertainment; Mrs. Marie Addison, attendance, and Mrs. Elmer C. McCaddon, personal relations.

Roper Series Begins

ELMO ROPER, public opinion analyst, began a series of telecasts called *Where the People Stand* on the NBC-TV network, 10 p.m. Wednesday. First half-hour program featured, besides Mr. Roper, a panel of three leading newspaper editors representing different political opinions from different sections of the country. The analyst, heard on the NBC radio network weekly at 3 p.m. EDT Sunday, will present a second political analysis on television June 25.

LBS SUCCESSOR

Planned Regional Suspends

McLENDON BROADCASTING System, new West Coast regional network scheduled to start operations June 7 [B•T, June 2], was suspended last Wednesday. "Various circumstances" were responsible, according to Gordon McLendon, president of the regional and operating head of Liberty Broadcasting System, which suspended last month [B•T, May 19]. These circumstances included two lengthy absences from Hollywood headquarters by Mr. McLendon, who was to have handled personally daily re-creations of major league baseball games.

Mr. McLendon is to appear June 17 in Philadelphia as a witness in the government's anti-trust action against professional football and also will give depositions in his own suit against organized baseball, set for August 18 in Chicago.

Although 17 West Coast stations had contracted for regional service, Mr. McLendon and Benton Paschall, executive vice president, said they felt it would be impossible to carry out agreements this season. The regional was incorporated in California and the name will be retained for possible resumption of operation at a future date.

CHARLES MICHELSON Inc., N. Y., radio TV transcription firm, named U. S. distributor for Canadian radio package, *The Happy Gang*.

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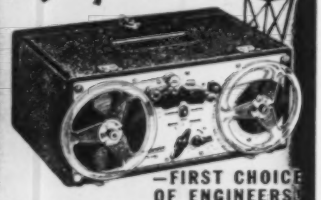

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Company

Street

City Zone State

FCC actions

MAY 29 THROUGH JUNE 5

CP-construction permit	ant.-antenna	cond.-conditional
DA-directional antenna	D-day	LS-local sunset
ERP-effective radiated power	N-night	mod.-modification
STL-studio-transmitter link	aur.-aural	trans.-transmitter
synch. amp.-synchronous amplifier	vis.-visual	unl.-unlimited hours

STA-special temporary authorization CG-conditional grant
SSA-special service authorization

Grants authorizing new stations and transfers, accompanied by a roundup of new station and transfer applications, begin on page 91.

May 29 Decisions . . .

COMMISSION EN BANC

To Remain Silent

KVOB Alexandria, La.—Authority to remain silent for additional 90 days from April 5 pending consummation of assignment of license.

Extension of Authorization

WIBK Knoxville, Tenn.—Extension of temp. authorization to operate for period of 90 days to expire Sept. 1, 1952, or until 30 days after conclusion of proceedings in Supreme Court of the United States which have been instituted by applicant, whichever period shall be shorter.

WHIL SSA Extended

WHIL Medford, Mass.—Extension of SSA to operate on 1430 kc 250 w D without approved type frequency monitor, for period of 60 days, or until authority shall have been granted WHIL to operate program tests in accordance with latest mod CP, whichever is sooner.

Granted Reinstatement

KWPM-FM West Plains, Mo.—Reinstatement of expired CP for Class B FM station.

To Remain Silent

KMHB Belton, Tex.—Authority to remain silent additional 60 days from May 25, pending reorganization.

May 29 Applications . . .

ACCEPTED FOR FILING

CP to Change Location

WKAQ San Juan, Puerto Rico—CP to change trans. location and install new trans.

KIJV Huron, S. D.—CP to change trans. and studio location.

Extension of Completion Date

WWOC Manitowoc, Wis.—Mod. CP which authorized new AM for extension of completion date.

WKAT-FM Miami Beach—Mod. CP which authorized new FM for extension of completion date.

WEDK (FM) Springfield, Mass.—Mod. CP which authorized new non-commercial educational FM for extension of completion date.

License Renewal

Following stations request renewal of license:

WJBY Gadsden, Ala.; KRDO Colorado Springs, Col.

TENDERED FOR FILING

CP to Increase Power

WEAS Decatur, Ga.—CP to increase power from 10 to 50 kw and install new trans.

June 3 Decisions . . .

BY BROADCAST BUREAU

To Remain Silent

WCAT Rapid City, S. D.—Granted authority to remain silent for period during which regular instructional activities are suspended from June 1 to Sept. 8.

Extension of Completion Date

KFRB Fairbanks, Alaska—Mod. CP to change ant. system, and extend commencement and completion dates 2 months and 8 months from date of grant, respectively.

WCAR-AM-FM Pontiac, Mich.—Mod. CPs for extension of completion date to 9-1-52.

WBZ-TV Boston—Mod. CP for extension of completion dates to 12-26-52.

WMVO Mt. Vernon, Ohio—Mod. CP for extension of completion date to 7-26-52.

WEEK Peoria, Ill.—Mod. CP for extension of completion date to 8-1-52.

WJAR-TV Providence, R. I.—Mod. CP for extension of completion date to 11-1-52.

License For FM

WLEU-FM Erie, Pa.—License new FM station: 97.9 mc; Ch. 250; 7.8 kw; minus 245 ft.

TV—Ch. 6

WJIM-TV Lansing, Mich.—CP to change ERP from 18.7 kw vis. 9.3 kw aur. to 8.7 kw vis. 4.3 kw aur.

June 3 Applications . . .

ACCEPTED FOR FILING

AM—1320 kc

WHWD Hollywood, Fla.—Mod. CP which authorized new AM for approval of ant. trans. and studio location. AMENDED to change power from 1 kw to 500 w.

License Renewal

WGCH Greenwich, Conn.—Requests renewal of license.

Change Studio Location

WJEF-FM Grand Rapids, Mich.—Mod. CP which authorized new FM to change ERP from 550 to 115 kw; trans. and studio location to corner AB Ave. & 24th St. near Plainwell, Mich. and ant. height.

TENDERED FOR FILING

Change ERP

KSTP-TV St. Paul—AMENDED to change ERP from 98.7 kw vis. 54.3 kw aur. to 100 kw vis. 60 kw aur.

WBEN-TV Buffalo—Mod. CP to change ERP from 88 kw vis. 44 [illegible] 53.70 kw vis. 26.85 aur.

June 4 Decisions . . .

BY COMMISSION EN BANC

AM—860 kc

KTRB Modesto, Calif.—Granted [illegible] plication to increase D power [illegible] kc from 5 to 10 kw and install [illegible]

Modification of License

KFNF Shenandoah, Iowa—Mod. [illegible] to specify unl. on 920 kc with 1 [illegible] 500 w N. KFNF shared time with KM[illegible] Vermillion, S. D. (7a and 1a [illegible] respectively) until KUSD, on April [illegible] 1952, was authorized to operate on [illegible] kc 1 kw, D.

Petition Denied

WJEL Springfield, Ohio—By [illegible] denied petition to reinstate applica[illegible] to increase power on 1600 kc from [illegible] w to 1 kw D and to operate 500 w [illegible] using DA-DN.

Granted STA

WTIP Charleston, W. Va.—By [illegible] waived Sec. 3.165 and 3.181(b) (4) [illegible] granted STA to Aug. 1 to operate [illegible] by remote control.

WGNC Gastonia, N. C.—By [illegible] waived Sec. 3.165 of rules and gran[illegible] STA to operate trans. by remote [illegible] pervision.

ACTIONS ON MOTIONS

By Comr. Frieda B. Hennock

Television California, San Franc[illegible]—Granted request for dismissal of [illegible] tion for clarification of effective [illegible] of order removing TV applications [illegible] hearing.

KSRT (FM) Beverly Hills, Calif.—Granted petition to amend applica[illegible] to change type of ant. increase [illegible] height and ERP; removal of appli[illegible] tion, as amended, from hearing dock[illegible]

Montrose Bestg. Corp., Montrose, [illegible]—Granted petition to amend applica[illegible] to specify 1250 kc in lieu of 960 kc [illegible] for removal of application as amende[illegible] from the hearing docket.

Radio Norwich Inc., Norwich, N. Y.; WATS Sayre, Pa.—On Commissio[illegible] own motion, removed from hear[illegible] docket applications of WATS and R[illegible] dio Norwich Inc.

By Comr. Edward M. Webster

Hawthorn Bestg. Co. St. Louis—Granted petition for extension of [illegible] to June 9 to file exceptions to Ini[illegible] Decision in proceeding re applicati[illegible] and that of Hirsch Communication E[illegible] gineering Corp., Sparta, Ill.

By Hearing Examiner Elizabeth C. Smith

Desert Radio & Telecasting Co., Palm Springs, Calif.—Granted petition f[illegible] continuance of hearing from May 3 [illegible] June 12, 1952, at Washington, D. C. [illegible] application.

By Hearing Examiner Hugh B. Hutchison

WBUD Trenton, N. J.—Ordered th[illegible] record in proceeding be reopened f[illegible] purpose of incorporating letter acc[illegible] sidered relevant and necessary to ch[illegible] termination of one of the issues a[illegible] that, upon such incorporation, reco[illegible] was closed.

By Hearing Examiner Fanney N. Litv[illegible]

Azalea Bestg. Co., Mobile, Ala.—Granted petition to amend so as to sp[illegible]

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site, furnish additional coverage, for removal from hearing.

By Hearing Examiner J. D. Bond

& C Radio Co., Rockford, Ill.—anted petition to amend application show: (1) present officers of corpora-n; (2) corrected geographical co-linates for proposed DA location; corrected plat of ant. site; (4) cor-ted showing of 250 mv/m and 500 /m contours; and (5) map portrayals of interference to be caused by proposed station to service WIBA. Granted pending motion to reconvene proceedings and set for further hearing June 18 at Washington. Further ordered attorneys for the parties and their engineering consultants appear at offices of Commission 10:00 a.m. Friday, June 13, at conference considering: (1) simplification and clarification of the technical issues in this proceeding; (2) possibility of stipulating with respect to facts; (3) procedure at hearing; and (4) such other matters as then and there may be resolved in order to shorten record, to sharpen issues, and to expedite completion of hearing.

KGBS Harlingen, Tex.—Granted motion for extension of time from June 2 to June 12, 1952, for filing reply to proposed findings of fact and conclusions submitted by KOA Denver.

(Continued on page 91)

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All other classifications 30¢ per word—*$4.00 minimum* • Display ads. $15.00 per inch

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Help Wanted

Managerial

Experienced manager for net affiliate in excellent Iowa market. Box 301P, BROADCASTING • TELECASTING.

General manager with successful record in small market for similar position in larger metropolitan market. Unusual opportunity for advancement for man with ambition, sales ability and executive experience. Box 371P, BROADCASTING • TELECASTING.

Very successful, highly rated midwest independent needs commercial manager immediately to help carry management load. State qualifications and salary requirements. Please do not phone. Jerome Sill, WMIL, Milwaukee.

Experienced station and commercial manager for 1000 watt daytime station on air one year. Big opportunity. Reply G. R. Lockhard, Secretary; Box 389, West Frankfort, Illinois. Telephone 797; home phone 1252-W.

Salesmen

First class salesman wanted by AM-FM station in south Atlantic state. Must be reliable, industrious, sober. Don't expect a world beater but a plugger. All type accounts including department stores. Box 235P, BROADCASTING • TELECASTING.

Excellent opportunity for good local salesman. Liberal guarantee, drawing account, plus list of accounts now on air. Beautiful resort town but reasonable living costs. Good housing available. Send complete information at once. Box 350P, BROADCASTING • TELECASTING.

Time salesman for Texas station. Salary plus commission. Good market. Box 361P, BROADCASTING • TELECASTING.

Announcers

Experienced announcer-engineer. Seventy-five start. Upper midwest. Box 26P, BROADCASTING • TELECASTING.

Announcer-engineer with first phone. Must have top announcing ability. CBS station in highly competitive southeastern city. Send all pertinent information, salary requirement, telephone number, etc. Do not send audition until requested. Box 253P, BROADCASTING • TELECASTING.

Announcer-engineer (two), emphasis on announcing, at once for Virginia Mutual station. $300.00 month to start. Tell all first letter. Box 277P, BROADCASTING • TELECASTING.

Announcer-engineer, announcer, first phone must be top quality announcer, CBS midwest station. Box 281P, BROADCASTING • TELECASTING.

Good announcer who has experience at copywriting. Pennsylvania independent. Send full resume experience, plus audition, photo and sample copy. Box 289P, BROADCASTING • TELECASTING.

Young combo man, first phone, seeking varied experience in live Wisconsin city. Emphasis on announcing and commercial copy. Opportunity for promotion. Write Box 297P, BROADCASTING • TELECASTING.

Announcer. Opportunity to take that big step away from a small town 250 watter. 1000 watt, midwest, top network affiliate in market over 100,000 needs good announcer strong on gathering and reporting news. Send disc, salary expected, and other details in first letter. Box 339P, BROADCASTING • TELECASTING.

Progressive independent has opening for announcer with sports experience. Box 372P, BROADCASTING • TELECASTING.

Wanted: Staff announcer who can also do good newscast. Please send all information, including salary requirements to KFBB, Great Falls, Montana.

Help Wanted (Cont'd)

Two combo men for 250 watt ABC affiliate fifty miles from Yellowstone Park in the heart of the world's best hunting and fishing country. Wire or call collect if interested: KODI, Cody, Wyoming.

Announcer, announcer-salesman. Top salary. Audition, photo, particulars to Larry Filkins, KSCB, Liberal, Kansas.

Announcer-writer. Wyoming's pioneer station has opportunity for permanent, capable, experienced or graduate journalist. Send picture, complete information, audition, salary desired to KSPR, Casper, Wyoming.

Staff announcer with good news delivery for CBS affiliate. Send references and tape to WCOV, Montgomery, Alabama.

Adding to staff. Want experienced local news reporter-announcer. Top salary. Experience required. Personal interview arranged. Send experience, education, personal background, disc or tape to WMIX, Mt. Vernon, Illinois.

Network station, TV application, has opening for staff announcer. Better than average opportunities. Send audition and resume to J. W. Carson, WMOX, Meridian, Mississippi.

Experienced announcer for 1000 watt daytime station. Good living and working conditions. Salary, based on ability, unlimited. Telephone 965, Caruthersville, Missouri.

Technical

Immediate opening for first class operator. No announcing. Experience not necessary. South Carolina. Box 332P, BROADCASTING • TELECASTING.

Engineer needed immediately for 1000 watt midwest top network affiliate in market over 100,000. Write full details to Box 340P, BROADCASTING • TELECASTING.

Transmitter position open. No announcing. Permanent. Texas. Box 362P, BROADCASTING • TELECASTING.

First class engineer, key position. $75.00, forty-four hour week. State availability. Box 192P, BROADCASTING • TELECASTING.

Immediate opening for first phone. New Station. Salary $60. Contact KNBR, Box 778, North Platte, Nebraska.

Transmitter engineer with first-phone for future TV operation. Good salary for right man. KTSM, El Paso, Texas, NBC affiliate. Send qualifications, experience and salary requirements in first letter.

Radio operator with first or second class phone license needed immediately by 5 kw regional. Radio State KWWL, Waterloo, Iowa.

Immediate opening for first phone operator. Regular and summer replacement. WASA, Havre de Grace, Md.

Engineer-announcer. Immediate opening for experienced, hard working individual. Small town independent with wide outside coverage. Good salary. Permanent. Wire, write or phone WASL, Annapolis, Maryland.

First class licensed engineers write fully in strictest confidence. Interested especially if you know 5000 watt Collins transmitter, operation and repair of Magnecord tape and Presto recorders. Howard Stanley, WEAM, Arlington, Va.

First class engineer-operator needed immediately for fulltime station. No announcing. WFAH, Alliance, Ohio.

Michigan station has immediate opening for first class engineer. No announcing required. Annual bonus and paid vacation time. Send complete qualifications to Chief Engineer, WHFB, Benton Harbor, Michigan.

Help Wanted (Cont'd)

Engineer-announcer. Starting salary $70.00 per week WIRB, Enterprise, Alabama.

Immediately; experienced combination man. Air work important. Salary excellent. Send recording. Contact Manager, WITZ, Jasper, Indiana.

Engineer. Combination man preferred, but we offer announcer training. Ideal living and working conditions. Five-day week. Some overtime at time and one-half. Good future, good salary and other benefits. WOCB, West Yarmouth, Cape Cod, Mass.

Engineer with first class license. Willing to learn announcing. WREL, Lexington, Virginia.

Immediate opening for first phone license. No experience needed. Car required. Contact Chief Engineer, Radio Station WTNS, Coshocton, Ohio.

WUSJ, Lockport, New York. Immediate opening in western New York's most modern plant. No combination work. First class ticket required. $55.00 for 5 day, 40 hour week. Contact Jack Gelzer.

Engineer, first class. Immediate opening. Previous experience not essential. Contact James Trewin, Station Supervisor, WVCV, Cherry Valley, New York.

Production-Programming, Others

CBS affiliate in leading southeastern market needs promotion man, preferably with radio and TV experience. Excellent opportunity. Please send full details to Box 315P, BROADCASTING • TELECASTING.

Opportunity male copywriters. Some announcing. Submit samples. Box 363P, BROADCASTING • TELECASTING.

Program director—Opening June 15 for capable man. Good opportunity for man with ideas. Applicants from Illinois and adjoining states only can be considered. Personal interview necessary. Apply Bill Holm, WLPO, LaSalle, Illinois.

Situations Wanted

Managerial

Manager. Promotion. Manager profitable small independent wants larger market. Married, Phi Beta Kappa college grad, 27, 4 years experience all phases radio. Promotion-minded. Can build and hold listeners, clients. Must earn $7500 to consider change. Excellent references. Box 288P, BROADCASTING • TELECASTING.

Station or sales manager: Midwest AM or TV. Outstanding sales record. Best references. Experienced in competitive market. Now employed. Desire permanancy on salary, profit-sharing basis. Box 365P, BROADCASTING • TELECASTING.

Salesmen

Salesman and experienced announcer. Prefer opportunity offering future TV sales. Nine years radio, all phases. Box 351P, BROADCASTING • TELECASTING.

Salesman-announcer-production. Six years commercial radio experience. Original, profitable ideas. Will relocate. Box 358P, BROADCASTING • TELECASTING.

Announcers

Hillbilly DJ specialist. General announcing, musician. Board. Desire change. Nine years experience. Tape, details request. Box 307P, BROADCASTING • TELECASTING.

Announcer seeks step up ladder from 250 watter. BA Degree. Good newscaster. Year of board, writing. Box 314P, BROADCASTING • TELECASTING.

Situations Wanted (Cont'd)

Announcer—4 years experience, staff duties. Friendly, informal. Intelligent news. Draft exempt. Box 318P, BROADCASTING • TELECASTING.

Experienced announcer, radio graduate. Draft exempt. Prefer... Operate console. Box 331P, BROADCASTING • TELECASTING.

Announcer, employed, experienced DJ news, remotes, sales and... operation. College graduate and Radio School. Prefer upper mid... Disc available. Box 333P, BROADCASTING • TELECASTING.

Attention Florida. Gulf Coast, ... west. Experienced announcer employed large market in midwest... news, MC. Well balanced staff... Married veteran. Box 334P, BROADCASTING • TELECASTING.

Announcer - salesman. Strong ... commercials, good competitive ... Prefer south. Box 335P, BROADCASTING • TELECASTING.

Announcer-engineer, first phone ... perienced, married, veteran, ... Desires position with sports. ... preferred. Box 336P, BROADCASTING • TELECASTING.

No prima donna. I'm an adult, experienced announcer. Need me? Box ... BROADCASTING • TELECASTING.

Experienced announcer. Can do ... and record shows. Deep voice, ... single. Will go anywhere. Box ... BROADCASTING • TELECASTING.

Attention-Minnesota, Wisconsin, ... Dakota's, Indiana. If you've got ... news, DJ, a lot of air work ... for combo, write to Box 345P, BROADCASTING • TELECASTING.

Will bet my $90 a week that I can ... duce any show you've got and ... you a night and/or morning ... besides. First class ticket, 33, ... no children (too busy). Box ... BROADCASTING • TELECASTING.

Announcer, AM or midnight DJ. ... years radio-special events ... boards, $90, base. Box 349P, BROADCASTING • TELECASTING.

Three-piece Hillbilly band, headed ... experienced announcer, seeking ... with hillbilly station in south or ... west. Very versatile, exceptional ... good, worth investigation. For detail ... photo, tape write Box 352P, BROADCASTING • TELECASTING.

Draft exempt announcer with ... years experience desires move to Rocky Mountain region. Box 353P, BROADCASTING • TELECASTING.

Announcer, first phone. Five years ... perience, all phases. Married veteran, 28. Desire position within 50 mi. radius of Los Angeles. Box 359P, BROADCASTING • TELECASTING.

Gainfully employed, but ready to move up. Topflight DJ, announcer. MC. Five years experience, 25, single, veteran. Box 366P, BROADCASTING • TELECASTING.

Combination man. Two years experience. All phases of station operation. Married, draft exempt. Available immediately. Box 367P, BROADCASTING • TELECASTING.

Tell your story, sell your story! College graduate with two years experience. Veteran, family, 200 miles Chicago. Box 369P, BROADCASTING • TELECASTING.

Announcer and control board operator. Single, draft exempt. Capable, reliable. Experience light but concentrated. News, DJ, all-around station operations. Prefer small community. Willing to travel on short notice. Reference, resume, audition tape available. Box 374P, BROADCASTING • TELECASTING.

After hours DJ with smooth, commercial style. Experienced in dramatics, sports. Personable, all-... staff man. Negro, draft-exempt. Box 375P, BROADCASTING • TELECASTING.

Experienced play-by-play announcer seeks position with active sports station. College letterman, familiar with all sports. Also experienced staff man. Married vet, draft exempt. College grad. Box 376P, BROADCASTING • TELECASTING.

Personality DJ with voice that sells. Experienced stage, MC, vocalist. Good staff man, man-on-street. Negro, draft exempt. Box 377P, BROADCASTING • TELECASTING.

College trained graduate, some commercial experience. Single, will travel east coast, midwest. Contact James McKee, 2313 N. Stuart St., Arlington, Va. Telephone Jackson 4-0021.

Situations Wanted (Cont'd)

nouncer-engineer—1st phone. Up to ew. Experience. Strong news, ts. Will travel. Draft exempt. am Rogel, 1275 Grant Avenue, New City, N. Y.

nouncer with ticket, write copy. De- west: will consider good offer. e ambition than experience. Harry th, Battle Ground, Wash. Tele- ne 3270.

e DJ with experience wants posi- with advancement. Can do ght announcing and programming. ndable, ambitious non-drinker. 355P, BROADCASTING • TELE- STING.

Technical

smitter engineer, six years experi- , no announcing, prefer Michigan hio, married. Box 284P, BROAD- STING • TELECASTING.

neer, first phone. Experienced smitter and console. Desire posi- with progressive station. Box BROADCASTING • TELECAST-

f engineer to take charge of pro- ive broadcast and television sta- in southwest portion of U. S., pre- ly California. 10 years experi- (including construction) at 5 kw tional. Extensive knowledge of vision circuits and techniques. In- e full information first letter. Can view about July 17. Box 343P, ADCASTING • TELECASTING.

ent chief engineer wishes to re- e. Wishes to stay in California. erienced in all phases of mainten- e and repair. Have car. Married very reliable. Wish permanent ion. Very good references. Box BROADCASTING • TELECAST-

e phone. Small amount experience. in east preferred. Box 357P, ADCASTING • TELECASTING.

neer. Control room-combo. Four s experience. Anywhere in States. e T. O. Collins, Brunswick, Ga. Screven, Ga. 2763.

oduction-Programming, others

news, publicity or continuity chief qualified. Box 250P, BROAD- STING • TELECASTING.

ram director: play-by-play. Ex- nt dee-jay. Six years of experi- . Top references. Box 330P, ADCASTING • TELECASTING.

loyed continuity woman seeks ad- ement, air work. College graduate. copy, on request. Box 356P, ADCASTING • TELECASTING.

sman, 2 years experience, college uate, draft exempt, Midwest, $75. 378P, BROADCASTING • TELE- STING.

Television

Girl Friday. Experienced in TV TV operations, continuity, pro- tion, (member A. F. R. A.) talent. e advantage of three years radio TV experience. Clerical? Yes! even more so. Box 370P, BROAD- STING • TELECASTING.

For Sale

Stations

sale: Established successful Ohio ion. Full or half interest available. 156P, BROADCASTING • TELE- STING.

For Sale (Cont'd)

Western 250 watt fulltime independent. Single station market. Wonderful town for family living. Very profitable under absentee ownership. Gross near $70,000 —can be increased. Will assign license or sell 100% corporation stock for $80,000—less for cash. See this quick! Box 283P, BROADCASTING • TELECASTING.

$15,000 for controlling interest in established 1,000 watt daytimer located in one of Ohio's rich industrial areas. Box 364P, BROADCASTING • TELECASTING.

Western station. Independent 250 w. No competition. $40,000. Good terms to good operator. Box 379P, BROADCASTING • TELECASTING.

Western stations. Independents, affiliates. Priced from $18,000 to $750,000. Jack L. Stoll & Associates, 4958 Melrose Ave., Los Angeles 29, Calif.

Equipment, etc.

150,000 feet #10 Copperweld ground radial wire. Immediate delivery. Box 234P, BROADCASTING • TELECASTING.

GY250 Gates transmitter. New, Fall 1949. Fine to replace your oldtimer rig with. KCNI, Broken Bow, Nebraska.

One RCA type 76-B console and power supply. New, never uncrated. KRGV, Weslaco, Texas.

Three new American Pencil microphones. Dynamic D-22. I.M.P. 50-HI and three Electro-Voice, Model V-3. WFUL, Fulton, Kentucky.

One 640AA condenser microphone and RA-1095 amplifier equipped with plug, cable and suspension ring-$350.00. WJR, Detroit.

Slightly used but in good condition, three RCA TA5C stabilizing amplifiers. One DuMont type 5105-A monitor receiver. Nice discount on any or all of above. Contact Chief Engineer, WSM-TV, Nashville, Tennessee.

Buda model M766 gasoline engine direct coupled 2A Wooley 62½ KVA 50 kw 230 volt, 3 phase 60 cycle AC generator, radio shielded. Includes spare parts and 275 gallon gas tank. Used for emergency power only. About 5 years old. Maintained in excellent condition. $2500 FOB Arlington, Va. plant. Contact Chief Engineer, WTOP, Inc., Warner Bldg., Washington 4, D. C.

Complete recording studio. Finest equipment. Good lease with option on building. Will sell as is or just recording equipment, if necessary. Owner service bound. Radio Production Studios, 4306 N. Central, Phoenix, Arizona.

Wanted to Buy

Equipment, etc.

Wanted—Quarter and one kw FM broadcast transmitters, fixed-frequency FM monitor receivers, used or new. Box 17P, BROADCASTING • TELECASTING.

Wanted: Used equipment: Limiting amplifier, console, Universal pickups with preamplifiers, jack panel, Cabinet rack, 1⅝ coaxial cable 51 ohm, Presto turntables. Box 313P, BROADCASTING • TELECASTING.

Wanted to Buy (Cont'd)

FM antenna. Andrew 1304 or similar. 4-bay or more for side mounting on present antenna. Can use coax line too. WIVY, Jacksonville, Fla.

RCA 308-B field intensity meter, 120-18000 KC (3 loops). RCA 93-A vibrator power supply. NI-8204-A battery. Reply wire collect. Give serial number. Birtcher Corp., Los Angeles 32, California.

Miscellaneous

FCC first-phone in 6 weeks. Both residence and correspondence courses available. Grantham Radio License School, 706 North Wilcox, Hollywood, California.

Help Wanted

Announcers

WANTED
Top Hillbilly Disc Jockey

Only top rated men need apply. This is a position in a tough competitive market requiring a versatile man who knows his western, hillbilly music. You must have originality, humor and that certain touch which will appeal to the common folk. You must be able to hit a commercial hard and sell it. Showmanship is important and above all you must be able to build and maintain a high Hooper rating. You can earn big money if you have what we want. You will be paid a base salary, talent, commissions and a bonus. You'll have an opportunity to hit the nearby towns for personal appearances. Disc jockeys on this station are now earning from $5000 to $10,000 a year. If you are wide awake and have a keen fresh approach and want to work on the most successful independent in a top Southern market of over 500,000 this is your big chance. No hillbilly is at present doing a good job in this city. You'll be supported with promotion and advertising. We are also an applicant for TV and if you can play a guitar and sing your opportunity is even greater. Write full and complete details including photo but no disc. If we are interested you'll hear from us. Box 368P, BROADCASTING • TELECASTING.

Situations Wanted

Announcers

NEWSMAN

AM-TV. Widely-known, respected, commercially successful newsman with 20 years experience offers maturity, professional skill, camera presence and exceptionally authoritative delivery. References testify regarding loyalty and integrity. Available on customary notice. Minimum salary required: $15,000 per year. BOX 337P, BROADCASTING • TELECASTING.

Situations Wanted (Cont'd)

Salesmen

SALES EXECUTIVE

Now earning $20,000 annually with fifteen years experience in advertising field, including local and network radio sales and management. Desires connection where incentive, not salary, is as good or better.

BOX 342P, BROADCASTING • TELECASTING

Television

Production-Programming, Others

DO YOU NEED

Man with 15 years program experience, proven results all types shows, emphasis news-ad-lib.

TV experience over 2 years, all phases programming, production, announcing, film purchase, staff supervision. Know LOW-COST TV operation!

Dependable, sober, 32, full references!

AVAILABLE SOON for TV or radio-TV with solid operation, long-term opportunity for right man. For personal interview write Box 346P, BROADCASTING • TELECASTING.

Miscellaneous

MR. TV APPLICANT—
DO YOU NEED HELP?

Are you wondering about programming — operating costs — revenue — personnel?

Are you concerned about the economics of your market, its ability to profitably support your station?

Then why not discuss these and other perplexing problems with a man who has built and successfully managed radio stations in several markets; who built and successfully operated one of the nation's pioneer TV stations; who has never failed to show a substantial profit in any of these operations.

Such a man is now available on a consulting basis to analyze your problems and assist you in arriving at sound solutions. Box 347P, BROADCASTING • TELECASTING.

Employment Service

EXECUTIVE PLACEMENT SERVICE
for competent managers, commercial managers, program directors, chief engineers, disc jockeys. Reliable, confidential, nation-wide service. Send for full information today.
HOWARD S. FRAZIER
TV & Radio Management Consultants
728 Bond Bldg., Washington 5, D. C.

Employment Agency

Employment Agency

ENGINEERS — *First - Second Phone*

Applications accepted for *Immediate* Placement in Thirty-Three States

NEWSCASTER—PROGRAM DIRECTOR—ANNOUNCERS
MANY COMBINATION

One Week's salary when placed, the only fee.

WRITE:

Broadcast Management Services Co.
AGENCY

17 East 48th Street, New York 17, New York

PL 5-1127 E. C. Lobdell, Licensee

Radio Station and Newspaper
Appraisals

Tax, estate and many other personal problems create the need for an independent appraisal. Extensive experience and a national organization enable Blackburn-Hamilton Company to make accurate, authoritative appraisals in minimum time.

Appraisals • Negotiations • Financing

BLACKBURN-HAMILTON COMPANY

RADIO STATION AND NEWSPAPER BROKERS

WASHINGTON, D. C.	CHICAGO	SAN FRANCISCO
James W. Blackburn	Ray V. Hamilton	Lester M. Smith
Washington Bldg.	Tribune Tower	235 Montgomery St.
Sterling 4341-2	Delaware 7-2755-6	Exbrook 2-5672

XUM

open mike

Agency Recognition

EDITOR:

On page 14 of your May 26 issue you state that Helene Curtis Industries (permanents), Chicago, is sponsoring Tuesday and Thursday segments of *Johnny Olsen's Rumpus Room* through Russel M. Seeds Co. The name of the agency is in error.

This Helene Curtis television is being handled by Gordon Best Co. Inc.

Richard Best
Radio-TV Director
Gordon Best Co. Inc.
Chicago

* * *

Subversive Literature

EDITOR:

How we love your "Tearsheets for Radio" feature in the May 26 issue. For right there accompanying this *radio* yarn and supplementing your bio of author Gene F. Seehafer, new manager of research and sales promotion of *CBS* Chicago, is a photo of Mr. Seehafer holding an *NBC Television* rate card.

Guess there's nothing like keeping up-to-date with the competition.

Harold A. Smith
Advertising & Promotion Manager
NBC-TV Chicago

* * *

EDITOR:

I am surprised at my good friend Gene Seehafer. As manager of research and sales promotion for CBS, he should have a new picture taken. What is that in his hand, an NBC-TV rate card?

John Grandy
Commercial Manager
WQUA Moline, Ill.

[EDITOR'S NOTE: The picture was made when Mr. Seehafer was still teaching at the U. of Minnesota and hence could hold an NBC-TV rate card without burning his fingers. See below.]

* * *

Proof Positive

EDITOR:

I have been delightedly looking through the recent "Take Your Choice" publication of BAB in which they compare the more than 105 million radios in the United States with other media and products. One of the most interesting was the statement that there are more radios in the United States than there are beds. We have been toying with an idea which we are *not* going to put on the air:

"Recent statistics have shown that there are more radios in the United States than there are beds . . . proving once again that radio is your best form of entertainment. . . ."

Bill Bradford
KSST Sulphur Springs, Tex.

* * *

Speak for Yourself

EDITOR:

. . . A certain comedy team which has been a radio "institution" for more than 20 years, and which has made its fortune in radio, and radio alone, had an opportunity last Sunday night to put in a "plug" for radio that would have meant much to the industry in its efforts to sell radio as "the world's best medium of advertising." But what happened? They put in one of the best arguments for newspaper advertising that I've heard via radio. Instead of advertising a summer cottage by radio, an ad was inserted in a newspaper, and the "overwhelming" results were referred to on two occasions.

Why couldn't the actors have said, "We'll call Radio Station - - - and put it on the air"? The "overwhelming" results could have then been attributed to radio. No, the thing that we in radio have been fighting for years was completely ignored, and the competition was glorified! This example is not cited as criticism of this program in particular, but merely a recent example of radio's failure to "sell" itself. . . .

It is suggested that stations, networks and BAB write letters to all key persons who appear on radio or who speak in public, and ask them to give radio its just due. If they heard it on radio, ask them to say so. And certainly script writers should be admonished to give radio a break and delete references to newspapers.

Every reference on the air to a specific newspaper, or newspapers generally, is giving them the advantage of the world's best medium of advertising free of charge. . . . advertising for which we charge our sponsors, but give away to our competition.

I'd like to hear what others think about it.

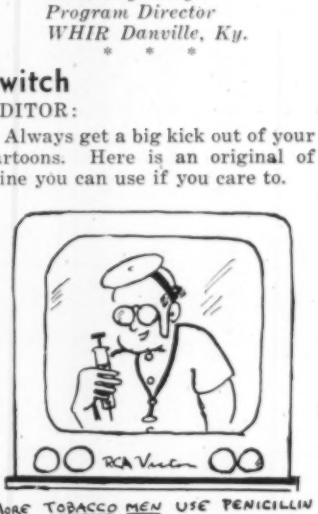
Dave Highbaugh
Program Director
WHIR Danville, Ky.

* * *

Switch

EDITOR:

Always get a big kick out of your cartoons. Here is an original of mine you can use if you care to.



E. T. Jones
Sales Promotion Manager
Engineering Products Dept.
RCA Victor Div.
Camden, N. J.

* * *

P.R. Prescription

EDITOR:

I would like to answer Mr. Stanley's letter to you from KCIM Carroll, Iowa [OPEN MIKE, May 19]. He mentioned that civic groups were releasing news stories to papers in advance and giving to radio after the paper "hit" street . . .

Perhaps the station has been ing down on a public relat job . . .

We carry on daily relations with all Cedar Rapids clubs. It pays with local news. AM radio is here to stay, but just like a furniture store we have to sell to stay in business. In order to sell, radio has to be liked, and to be liked, it has to carry on an active and "on the ball" public relations campaign.

Ralph D. Willey
Program Manager
KWCR Cedar Rapids, Iowa

For Immediate SALE!

TV TRANSMITTER

Now in operation and available for inspection

RCA TT-5A TV Transmitter, including:

1 set of new spare tubes

control console

side band filter

duplexer, and other essential equipment

•

(If interested, suggest immediate attention as equipment will be disposed of as soon as possible)

•

Write to: KPIX

Al Towne
Director of Engineering
San Francisco

MD.-D. C. MEET

Scheduled for June 13-1

SPRING meeting of the Maryla D. C. Radio & Television Broa casters Assn. will be held June 1 14 at the Hotel Stephen Decatu Ocean City, Md. Charles Trui WBOC Salisbury, Md., will presi as association president.

After a Friday morning busine meeting, Mayor Thomas D'Alesa dro, Baltimore, will address luncheon session. Broadcast Adve tising Bureau will conduct an afte noon sales clinic. BAB Presid Bill Ryan is on the program. Th cent Waslewski, of the NAB Legal Dept., will discuss legal tion affecting broadcasters. Richa Maybone, sales promotion direct of Kann's Department Store, Was ington, will speak on promotion a advertising problems facing t retailer.

An afternoon panel on region sales problems will include Jose L. Brechner, WGAY Silver Sprin Jack Surrick, WFBR Baltimor John S. Hayes, WTOP Was ington; Richard Eaton, WOC Washington; Richard Rudolp WITH Baltimore; Charles Smith, WTBO Cumberland. Speak at the Friday dinner will be FC Comr. George Sterling.

Saturday's program includes television panel with Ewell Jett, WMAR-TV Baltimore; He Cohan, WAAM (TV) Baltimo Leslie H. Peard Jr., WBAL-T Baltimore; Gene Juster, WNB (TV) Washington; and Richa Davis, WELI-UHF-TV New Have Ken Sparnon, of BMI, will spe following the panel. Ed Gross, Sydney Hollander Co., will give factual analysis of the Maryland D. C. trading area at the afternoo luncheon.

Say It With a Rose

NBC observed National Sec retaries Day last Wednesday by presenting each of the 43 secretaries in its New York offices with a rose accompanied by a card which read: "A small expression of our real appreciation and our many thanks." Similar observances were scheduled in NBS offices in other cities.

FCC roundup

New Grants, Transfers, Changes, Applications

ox score

SUMMARY THROUGH JUNE 5

	On Air	Licensed	CPs	Appls. Pending	In Hearing
Stations	2,350	2,328	87	328	217
Stations	633	581	69	10	8
Stations	108	97	11	576	19

(Also see Actions of the FCC, page 86.)

INITIAL DECISIONS

oledo, Ohio—The Midwestern Bcstg. FCC Hearing Examiner Fanney N. vin issued initial decision looking ards grant of 1470 kc, 1 kw fulltime, -DN, conditions. Simultaneously, lowing applications were denied: The edo Blade Co. and Radio Corp. of edo, WTOD Toledo to move from kc, 1 kw-D, to 1470 kc, 1 kw full- e, and Rural Bcstg. Co. of Ohio for kc, 1 kw fulltime at Oak Harbor, o. Decision June 3.

VBUD Trenton, N. J.—Morrisville g Co. FCC Hearing Examiner h B. Hutchison issued initial deci- looking towards grant of applica- tion for mod. CP to specify new trans- mitter site. Decision June 4.

FINAL DECISION

New Bern, N. C.—Croven Bcstg. Co. Commission announced final decision granting 1490 kc, 250 w fulltime, and denying by default application of East- ern Carolina Bcstg. Co. Decision June 5.

MEMORANDUM OPINION & ORDER

Grand Island, Neb.—Grand Island Bcstg. Co. Commission denied petition for review of Hearing Examiner's action of Nov. 30, 1951, removing from hear- ing docket application for 1430 kc, 1 kw fulltime. Memorandum Opinion and Order June 5.

Educators Mull Plans

(Continued from page 61)

committee. The group already has advised FCC by letter of its support for the allocation change proposed at Madison.

A special booklet has been prepared by the committee to solicit public support for development of educational TV there. Of the 12 channels reserved in Wisconsin, the booklet says, "These facilities would be valued at millions of dollars by commercial broadcasters."

Copies of the booklet are being distributed nationally by JCET.

In Columbus, Ohio State U. has been authorized by its board of trustees to proceed with steps necessary for the establishment of a television station for educational use. The board approved the recommendation of President Howard L. Bevis that the university should "seek the best available television channel" for that purpose.

Now broadcasting on local television stations, OSU is exploring different television production techniques preparatory to programming its own station. The university anticipates providing a community television service, including information for farmers, housewives and parents; refresher courses for professional and technical groups; supplementary classroom instruction programs for elementary and secondary schools; appreciation of the arts and programs to develop understanding of public affairs.

Dr. Bevis noted costs of installing and operating a television station vary widely.

"All I can say at this time is that we feel the costs will be within the resources of the university," he commented.

The board of trustees of the U. of Illinois on May 26 authorized its corporate officers to file an application with FCC for a station on Channel 12, assigned to the Champaign-Urbana area for educational use.

Wayne U., Detroit, has encouraged community participation in planning for the use of UHF Channel 56, reserved for education. A general advisory committee, with representation from all educational interests in the Detroit area, already has explored the possibilities of the administration and programming of an educational television station.

It is reported that the license will be held by a non-profit educational corporation with basic policies of the station to be directed by a board of trustees of some 15 persons selected from the community. Time allocations and station operation would be the responsibility of an operating committee working under the board.

The facilities of WDET (FM) then, presented to Wayne U. by UAW (CIO), will be adapted for television broadcasting, according to William E. Stirton, assistant to the president of Wayne. Use of the station's land, buildings and tower will cut construction costs for the Detroit educators, it was explained.

APO BID DENIED

C Turns Down STA Request

E FCC last week denied a re- st by WAPO Chattanooga, a eo applicant, that it be given a cial temporary authorization to its present TV equipment to g the national political con- tions to Chattanoogans owning sets [B•T, May 19].

n a reply dated Wednesday to untain City Television Inc., APO organization set up to rate WAPO's television, Com- sion said STAs "are not in- ded to replace basic construction mits, which are . . . prerequisite the installation, construction, operation of transmitting ipment of the nature contem- ted in your request.

Further," the FCC said, "the mmission believes that a grant an STA of the nature requested you would be likely to give you, your capacity as an applicant, undue advantage should you be- e engaged in a comparative aring with other applicants for annel 3 in Chattanooga."

FEL Sets Up Studio

NE O'FALLON, general man- r of KFEL Denver, informed or TV networks last week that EL had set up a TV studio in Brown Palace Hotel next to the enhower headquarters. KFEL leased telephone lines from the dio and can service networks h television programming dur- the Presidential candidate's y in Denver. Last autumn KFEL vided World Series service off transcontinental link although ver has no TV station.

FCC ACTIONS
begin on page 86

BROADCAST PRODUCT DISPLAY

Gives Product 90% Chance for Sale

A FULL product display at the point-of-sale installed by radio or television stations gives the product a 90% chance for success and sale, in the opinion of Jack Zinselmeier, merchandising director for WLW Cincinnati.

Components of merchandising, were discussed by Mr. Zinselmeier Wednesday before members of the Chicago Radio Management Club and the Television Council. On the same panel were James Shelby, radio-television director of McCann-Erickson, and O. Johler, merchandising manager for the IGA grocery stores.

The trio attempted to explain the specifics of merchandising. Mr. Zinselmeier termed it "a mental nudge" which brings an advertised product to the attention of the consumer at the point-of-sale, bridging the gap between the creation of the desire for a product or service with advertising and the actual sale.

Mr. Zinselmeier heads a merchandising staff which operates separately from promotion or publicity, and which has 25 different merchandising services. He recommended as basic in local outlet merchandising the proper and full-view display of the product, which "glamorizes it," prices on each display which have been set by the local store, and tie-ins with the media story.

At WLW, the merchandising staff has jurisdiction over any activity in which the client or product name is involved, Mr. Zinselmeier said. Publicity handles station activities which are to be brought to public attention, and the promotion staff concerns itself only with audience and show building.

Merchandising, despite some industry belief, has "no black magic in it", he said. It is a very old practice, with women as the best practitioners with their "tight skirts and sweaters and low necklines."

Mr. Shelby outlined promotions and merchandising theories used by McCann-Erickson for Standard Oil of Indiana and its 30 division points in its Midwest distribution area. Merchandising, in his opinion, makes a show and a product more acceptable, and sells the listening habit.

Mr. Johler of IGA detailed merchandising used for the 10,000 stores in the U. S., emphasizing also an upcoming two-week campaign on Mutual in which 5,500 stores are participating.

"In merchandising, it isn't what you know but how you do it," he claimed, citing follow-through and enthusiasm as the most important factors for success. The Mutual campaign begins late this month.

When It's **BMI** *It's Yours*

Another BMI "Pin Up" Hit—Published by Algonquin

I'M SORRY

On Records: **Dick Haymes—Andrews Sisters —Decca; Bobby Wayne—Mercury; Alan Dale— Coral.**

BROADCAST MUSIC INC. 580 FIFTH AVENUE
NEW YORK • CHICAGO • HOLLYWOOD NEW YORK 19, N. Y.

BMI

Operator Rules—FCC Solicits Comment

(Continued from page 29)

moval of the "obsolete" first-class operator requirement would greatly increase the possibilities of a station obtaining a staff with the many qualifications necessary to enable it to do the best possible job within its budget. Operating resources of small stations in rural areas are particularly limited, it was noted.

One broadcaster pointed out that the proposed changes would permit the smaller station to hire a local man who could qualify under a restricted license in lieu of having to bid higher and higher on the scarce big-city market to acquire an engineer. He noted that the present requirement specifies that a 250-w local station must use the same calibre engineer as the 50-kw outlet having a complicated directional array. The job demands vary widely, he noted, with engineering talent going to waste most of the time at the smaller station, although still on the payroll.

FCC spokesmen observed that about 20 FM stations are now employing remote control of their transmitters under special authority. According to reports thus far, such operations appear to be working out "satisfactorily," they noted.

FCC's Questions

Concerning the NARTB proposals, FCC's notice stated "the Commission especially requests data and other pertinent information in response" to the following questions:

(a) What duties should an operator perform during a transmitter watch, and what duties must he perform during a transmitter watch which require significant technical training when operating either standard or FM broadcasting transmitters of each power value provided for in the Commission's rules, with non-directional antennas?

(b) If a transmitter failure occurs during a watch, what steps, if any, should be taken by the operator on duty to restore transmitter operation when operating either standard or FM broadcasting transmitters of each power value provided for in the Commission's Rules with non-directional antennas?

(c) If a transmitter failure occurs during a watch, what steps, if any, could be taken to restore service by station personnel holding radiotelephone third class operator permits or restricted radiotelephone operator permits?

(d) To what extent may the amendments requested be expected to affect the percentage of technical transmission difficulties?

(e) To what extent would personnel holding radiotelephone third class operator permits or restricted radiotelephone operator permits be subjected to physical danger when operating either standard or FM broadcasting transmitters of each power value provided for in the Commission's Rules with non-directional antennas?

(f) What are the advantages or disadvantages of permitting remote control of standard or FM broadcasting transmitters of each power value provided for in the Commission's Rules with non-directional antennas?

(g) What degree of control of the transmitting apparatus is necessary at the broadcast operating position in order to provide satisfactory operation by remote control?

(h) To what extent would it be feasible to permit holders of restricted radiotelephone operator permits to change a standard broadcasting transmitter from one frequency to another and from one power to another in times of emergency in order to comply with plans for emergency operation such as the Conelrad Program?

(i) To what extent would it be feasible to permit remote control of standard broadcasting transmitters and still provide for compliance with Conelrad operating objectives?

(j) What contingencies, if any, with respect to conditions of improper operation, interference to other stations, loss of service, damage to equipment, and injury to persons or property would possibly and probably arise from the adoption of the amendments requested and to what extent should the Commission attempt to prevent these conditions by prescribing operator requirements and qualifications?

In requesting FCC permission to operate its AM transmitter by remote supervision, WGNC pointed out that announcers with restricted permits would be able to operate WGNC's transmitter since it is located at the studio site. Telephone readings of the AM transmitter meters would be relayed by direct wire to a first class operator located at the WGNC-FM transmitter on a nearby mountain, the Commission was informed. If any major adjustments were required, they would be made by either the first class engineer or the station manager, who also holds a first class permit, FCC was advised.

WTIP's Explanation

WTIP explained it would operate its transmitter by remote control through the use of two telephone lines in addition to its regular program line. The transmitter is 1⅛ miles from the studio.

The WTIP remote control operation will function in the following manner, FCC was told:

One loop will be used solely for indication of transmitter performance. Sample voltages indicating the final plate voltage, final plate current, antenna RF current, power line voltage, tower light current and transmitter frequency will be selected at the transmitter by means of a stepping relay and fed over one loop to an indicator-recorder installed at the studios. This recorder will scan, measure and record once every minute on the chart moving one inch per hour. It is planned to make the sensitivity of the recording instrument such that all sample voltages read 100 on a 0-150 chart. The recorder will then indicate per cent deviation from originally selected normal values. Variations above or below pre-determined normal values will be called to the attention of studio personnel by a bell or buzzer.

The second loop will provide means for transmitter power adjustment and frequency monitor failure alarm. These functions along with control of the stepping relay to select sample voltages will be accomplished simply by using relays made polarity sensitive with series rectifiers—no carriers, filters, or amplitude sensitive devices will be utilized.

An approved modulation monitor will be installed at the studio and driven by a broadband TRF receiver. The flasher and modulation indicator will be placed convenient to the studio operator. The off the air audio signal from the modulation monitor will drive the studio monitor speaker system. The percentage of modulation will be controlled from the studio.

The program loop will be center tapped at each end to provide another circuit which will be used for turning the transmitter on and off. Lamps indicating whether the transmitter is on or off the air will be installed at the studio—these lamps will be controlled by a circuit energized from the TRF receiver which drives the modulation monitor.

The changes in FCC's rules proposed by NARTB were affixed to the proposed rule-making notice as an appendix. As reported by FCC, they are as follows:

AMENDMENTS PROPOSED BY THE NATIONAL ASSOCIATION OF RADIO AND TELEVISION BROADCASTERS

A. With Respect to the Commission's Rules

(1) AM Broadcast Stations

Section 3.60—Frequency Monitor—

Change first sentence to read: "The licensee of each standard broadcast station shall have in operation at the transmitter *or at the approved remote control point* a frequency monitor independent of the frequency control of the transmitter."

Section 3.65—Inspection of tower lights and associated control equipment—

Change subsection (a) to read: "Make a visual *or other authorized* observation of the tower lights at least once every 24 hours to insure that all lights are functioning properly as required."

Section 3.66—Remote control operation—

Add a new section, Section 3.66, to read: "Section 3.66. Remote control of operation — The transmitter of each broadcast station to the extent that such station is authorized for omnidirectional operation with power of 10 kw or less may, upon prior authorization from the Commission, be operated by remote control. An application for authorization to operate by remote control may be made as a part of an application for construction permit or license, or modification thereof. For the purpose of this section, remote control is defined as the operation of a transmitter by a licensed operator from an operating position from which the transmitter is not directly accessible to but is under the control of the operator. Authority for operation by remote control shall be subject to the following conditions and applications for such authority shall clearly indicate the means whereby the conditions will be met:

"(1) The equipment at the operating and transmitting position shall be on premises under the control and supervision of the licensee at all times and shall not be accessible to persons other than the licensee or his agents.

"(2) The control circuits from the operating position to the transmitter shall provide positive on and off control and shall be such that open circuits, short circuits, grounds or other line faults will not actuate the transmitter and any fault causing loss of such control will automatically place the transmitter in an inoperative condition.

"(3) Control and monitoring equipment shall be installed so as to allow the operator either at the remote control point or at the transmitter to perform all of the functions required by the Commission's Rules and Standards to be performed by operators on duty at the transmitter in the absence of remote control."

Section 3.165—Operator Requirements—

Change subsection (a) to read: "(a) The licensee of each station shall have a licensed operator or operators of the grade specified by the Commission on duty during all periods of actual operation of the transmitter at the place where the transmitting equipment is located, *or at the authorized remote control point.*"

Add a new subsection (c), to Section 3.165 to read: "(c) The transmitter of each broadcast station to the extent that such station is authorized for omnidirectional operation with power of 10 kw or less may be operated by an operator with a restricted or other radiotelephone authorization; provided, however, that any operator other than a first class radiotelephone operator may not undertake any internal tuning adjustments, major repairs or overhauls, except under the immediate supervision of such first class operator. the duties of operators other than first class radiotelephone operators are limited to such operations as placing the station on or off the air, keeping the transmitter log, making external tuning adjustments, making such other minor adjustments as may be required as a result of primary power supply variations and failures, and replacement only of such defective parts as tubes, fuses and other items designed for simple plug-in replacement."

Add a new subsection (d) to Section 3.165 to read: "(d) Each broadcast station shall employ a holder of a radiotelephone first class license as its chief engineer or other technical supervisor who shall be responsible for and supervise or directly supervise the making of all internal tuning adjustments, major repairs and overhauls, and all other technical installations or corrections authorized to be undertaken by an operator of another class under subsection (c) above. Such radiotelephone first class operator shall not be required to be in the full-time employ of the broadcast station but shall be on call and reasonably available to fulfill his specified duties."

Section 3.181—Logs—

Change subsection (c) (2) to read: "The time the daily visual or other *authorized observation* of the tower lights was made."

(2) FM Broadcast Stations

Section 3.252—Frequency monitors—

Change the first sentence to read: "The licensee of each FM broadcast station shall have in operation at the transmitter *or at the authorized remote control point* an approved frequency monitor independent of the frequency control of the transmitter."

Section 3.253—Modulation monitors—

Change the first sentence to read: "The licensee of each FM broadcast station shall have in operation at the transmitter *or at the authorized remote control point* an approved modulation monitor."

Section 3.257 — Changes in equipment and antenna system—

Add the following to subsection (b): "(8) Change in the authorized transmitter remote control point."

Section 3.265—Operator requirements—

Change first sentence to read: "One or more licensed radiotelephone first class operators shall be on duty at the place where the transmitter apparatus of each station *with a transmitter power output in excess of 10 kw* is located and in actual charge thereof when it is being so operated."

Add a new subsection (b) to Section 3.265 to coincide with the new subsection (c) proposed above to Section 11

Add a new subsection (c) to Section 3.265 to coincide with the new subsection (d) proposed above to Section 11

Section 3.270—Inspection of tower lights and associated control equipment—

Change subsection (a) to read: "Make a visual *or other authorized* observation of the tower lights at least every 24 hours to insure that all lights are functioning properly as required."

Section 3.274 — Remote control operation—

Add a new Section 3.274 to coincide with the new Section 3.66 proposed above with regard to remote control AM stations.

Section 3.281—Logs—

Change subsection (c) (2) to read: "The time the daily visual or other *authorized* observation of the tower lights was made."

(3) Non-commercial Educational FM Broadcast Stations

Section 3.552—Frequency monitors—

Change first sentence of subsection (a) to read: "The licensee of each noncommercial educational broadcast station licensed for transmitter power output above *10 watts* shall have in operation at the transmitter or *at the authorized remote control point* a frequency monitor independent of the frequency control of the transmitter."

Section 3.553—Modulation monitors—

Change first sentence of subsection (a) to read: "The licensee of each noncommercial educational FM broadcast station licensed for transmitter power output above 10 watts shall have in operation at the transmitter or *at the authorized remote control point* a

AUTO TOTALS

Registration Up 5.8% In 1951 Over 1950

AUTO registrations in the United States totaled 42,682,591 in 1951, an increase of 5.8% over the 40,333,591 registered in 1950, according to the Bureau of Public Roads, Dept. of Commerce. Number of trucks registered was 9,000,913, an increase of 4.6% over the year before.

With the percentage of radio equipped passenger automobiles and trucks increasing every year, automobile registration has become an important factor in the broadcasting audience. Researchers have estimated that between 50 and 60% of all registered motor vehicles are equipped with radios.

Florida, Nevada and South Carolina reported increases of more than 11% in total vehicles registered. Only the District of Columbia reported a decrease.

California had the most vehicles registered, 4,926,543; New York was second with 3,931,559 and Pennsylvania third with 3,189,198.

Operators of motor vehicles paid total state taxes of $1,803,802,000 on 38,304,398,000 gallons of motor fuel consumed in 1951, an increase in consumption of 7.2%. Average state tax was 4.74 cents per gallon.

Total motor vehicle registration in 1951 by states (including trucks, buses and publicly owned vehicles) follows:

State	Total 1951 Registrations	Total 1950 Registrations	Percentage Increase
Alabama	730,104	685,812	6.5
Arizona	293,833	270,799	8.5
Arkansas	499,642	477,265	4.7
California	4,926,543	4,620,078	6.6
Colorado	599,613	564,210	6.3
Connecticut	764,241	715,935	6.7
Delaware	116,750	108,272	7.8
Florida	1,096,065	984,838	11.3
Georgia	969,167	897,518	8.0
Idaho	281,372	272,362	3.3
Illinois	2,789,546	2,650,968	5.2
Indiana	1,513,025	1,434,885	5.4
Iowa	1,100,191	1,072,290	2.6
Kansas	893,932	853,462	4.7
Kentucky	820,339	783,724	4.7
Louisiana	735,997	706,733	4.1
Maine	280,141	276,421	1.3
Maryland	736,827	684,748	7.6
Massachusetts	1,346,520	1,280,329	5.2
Michigan	2,555,257	2,432,684	5.0
Minnesota	1,217,450	1,168,887	4.2
Mississippi	510,286	484,374	5.3
Missouri	1,320,113	1,261,420	4.7
Montana	277,031	264,892	4.6
Nebraska	608,484	569,497	6.8
Nevada	86,062	77,142	11.6
New Hampshire	180,162	172,339	4.5
New Jersey	1,685,304	1,579,181	6.7
New Mexico	258,838	237,741	8.9
New York	3,931,559	3,735,113	5.3
North Carolina	1,129,454	1,056,309	6.9
North Dakota	283,809	276,027	2.8
Ohio	2,940,388	2,795,073	5.2
Oklahoma	865,530	831,368	4.1
Oregon	691,397	689,447	0.3
Pennsylvania	3,189,198	3,009,820	6.0
Rhode Island	261,024	250,869	4.0
South Carolina	648,297	578,802	12.0
South Dakota	298,412	290,080	2.9
Tennessee	905,298	858,111	5.5
Texas	3,157,009	2,968,143	6.4
Utah	264,711	247,317	7.0
Vermont	123,988	120,598	2.8
Virginia	984,276	917,744	7.2
Washington	969,783	924,220	4.9
West Virginia	490,211	482,275	1.6
Wisconsin	1,246,136	1,201,188	3.7
Wyoming	149,334	145,423	2.7
District of Columbia	191,316	194,958	—1.9
Total	51,913,965	49,161,691	5.6

RADIO'S POWER AND PULL

Theme of CBS Radio's Sales Film

A DOCUMENTARY film dramatizing the power and pull of radio as a sales medium was unveiled last week by CBS Radio, which reportedly already has sold 89% as many quarter-hours for this fall as it had on the air last September.

Titled "More Than Meets the Eye" and described as the first business film ever to tell its story through animated abstract art [B•T, June 2], the presentation was revealed first in Hollywood at a Monday night showing for some 400 executives, stars, writers, musicians and newsmen, and was shown in New York at a party Thursday.

CBS Radio President Adrian Murphy, who with Administrative Vice President Louis Hausman flew to Hollywood for the showing there, emphasized radio's impact on the buying habits of Americans. He asserted:

"A few months ago, a general gloom pervaded the entire industry. Despite radio's broad coverage and lowest cost per thousand people reached, many important advertisers were experimenting with a new medium, and pessimists felt that radio was in a decline from which it would not recover.

"Well, I'm happy to report . . . a great renewal of interest in radio by advertisers, star performers, and listeners. Most of the big star programs will be back on the air next fall, and with the new shows that are being developed this summer, next season will be bigger than last year."

The report on fall program orders thus far wrapped up was given by Mr. Hausman. He told the New York group that, as of that time, CBS Radio had orders which, in terms of daytime shows, represent 91% of the number on the network last September. For both daytime and nighttime, the figure was 89%.

"More than Meets the Eye," produced for CBS Radio by United Productions of America and featuring the voice of newscaster Robert Trout, is designed to show visually the power of sound as a medium. It emphasizes that with 105 million sets in 43 million homes and 23 million automobiles, "radio's coverage is greater than the coverage of any other mass medium" and "goes wherever there are people."

Where the average time spent per day with radio is 108 minutes, CBS Radio notes, the average with TV is 43 minutes, with newspapers 34, and with magazines 18. Further, the film notes: "More than 14 million people listen in the middle of the morning, 14 million in the afternoon, 25 million at night. And these totals are conservative—for national rating services regularly measure only about half of all radio sets."

Radio also "reaches prospects at the lowest cost"—934 persons per dollar by radio; 365 per dollar by TV, 334 by magazines, and 240 by newspapers.

In a pitch for CBS Radio in particular, the film claims that "the average audience is bigger on CBS Radio," that "CBS Radio has more top programs—daytime or nighttime—than all other networks combined," that CBS Radio's cost is lowest and has stayed "lower than almost any commodity you can name," and that, as evidence of their belief in the network, "advertisers invest more dollars-to-build-sales on CBS Radio than on any other network."

AM WEVD FM

4 Reasons Why

The foremost national and local advertisers use WEVD year after year to reach the vast

Jewish Market of Metropolitan New York

1. Top adult programming
2. Strong audience impact
3. Inherent listener loyalty
4. Potential buying power

Send for a copy of

"WHO'S WHO ON WEVD"

Henry Greenfield, Managing Director

WEVD 117-119 West 46th St., New York 19

Looking for Radio & Television Technicians?

RCA Institutes, Inc., graduates students at regular intervals, as technicians, operators and laboratory aids. Our men graduate with a first class Radiotelephone License. Call on us for your technical personnel needs.

Write to: PLACEMENT MANAGER

RCA INSTITUTES, INC.

A Service of Radio Corporation of America

350 West Fourth Street, New York 14, N. Y.

at deadline

NEW CO-OP REGIONAL FORMED BY EX-LBS AFFILIATES

NEW REGIONAL network comprising over dozen stations in mid-Atlantic area, formerly affiliates of Liberty network, scheduled to start June 16, with one-month experimental news service keyed from WOL Washington. Interested stations set cooperative project in motion at two-day meeting concluded Friday at WOL studios.

Basic experimental plan proposes 7 p.m. news origination for three weeks out of WOL, including Sunday newscast by Joseph C. Harsch, winner of duPont award. Fourth-week programs would come from Chicago during Republican convention. Telephone line extends from Johnson City, Tenn., through North Carolina, Virginia, District of Columbia, Pennsylvania and into northern Ohio. WRFD Worthington, Ohio, owned, like WOL, by Peoples Broadcasting Corp.

Herbert E. Evans, Peoples vice president-general manager, elected temporary chairman at two-day meeting. Group discussed extension of service to two-hour basis.

ONE RADIO, THREE TV SALES REPORTED BY ABC

FIRST WEEK of June provided renewed business activity for ABC, with one new radio sale and three television renewals reported Friday by Charles T. Ayres, radio network vice president, and John B. Lanigan, vice president for TV sales.

TONI Co. (Toni Home Permanent, Tonette and White Rain), Chicago, through Tatham-Laird, same city, purchased weekly hour on radio with backing of Tuesday, Thursday half-hours of *Break the Bank*. Monday, Wednesday and Friday segments continue to be sponsored by Bristol-Myers through Doherty, Clifford & Shenfield.

Three TV renewals involve Nash-Kelvinator Corp., Detroit, which signed for 52 weeks of *Paul Whiteman TV Teen Club* on Coast-to-Coast network, effective June 7. Agency: Geyer, Newell & Ganger, same city. C. H. Masland & Sons, Carlisle, Pa., renewed alternate Friday sponsorship of ABC-TV's *Tales of Tomorrow*, effective July 4, with Jacques Kreisler Mfg. Corp., North Bergen, N. J., backing remaining Fridays as of Aug. 15. Agency for C. H. Masland is Anderson & Cairns, New York, and for Jacques Kreisler, Hirshon-Garfield, also New York.

NEW NBC AFFILIATES

WTMC Ocala, Fla., and WIKC Bogalusa, La., to affiliate with NBC radio network. WTMC, on 1290 kc with 1 kw, is owned by Ocala Broadcasting Co. and managed by Thomas Gilchrist. WIKC, on 1490 kc with 250 w, is owned by Enterprise Publishing Co. and managed by Curt Sieglin.

Formerly affiliated with MBS, WTMC to be replaced on Mutual by WLBE Leesburg, Fla., on 790 kc with 1 kw. Mrs. Eleanor Hunter is station president, with T. Hoke McCallie as general and commercial manager. WIKC, also MBS affiliate, not being replaced by Mutual after it joins NBC Aug. 8.

BOY TROUBLE

WHITEOUT of NBC telecast of Walcott-Charles fight just as decision was announced was due to small boy's desire to "see better." Network officials reported Friday that boy in audience climbed pole from which power for telecast was coming and inadvertently kicked a switch, throwing network off air. By time trouble was located and power restored NBC had had to fill in with audio announcement of decision from its New York studios. Boy was unhurt.

Business Briefly

(Continued from page 5)

cago (Zippy liquid starch), which recently named Roberts, MacAvinche & Senne, same city, to handle its advertising, begins proposed radio and TV schedule this week with participations in Housewives Protective League on WBBM Chicago. Agency handles business for 18-state Midwest area, with divisions on each coast having their own agencies. Henry Senne is account executive.

SERVEL NAMES AGENCY ● Servel Inc., N. Y., has appointed Hicks & Greist, same city, to handle advertising for its refrigerators, water heaters and room air conditioners.

GOSPEL RENEWS ● Gospel Broadcasting Assn., Pasadena, Calif., renews *The Old-Fashioned Revival Hour* on ABC Radio, Sunday, 4-5 p.m. (EDT), for 52 weeks from June 22. Agency, R. H. Alber Co., Los Angeles.

SEALY BUYS ● Sealy Inc., Chicago (mattresses), through Olian Adv. Co., same city, signed for *Balance Your Budget*, audience participation show on CBS-TV, alternate Tuesdays, 10:30-11 p.m., effective Oct. 14.

ESSO ADDS TV CITY ● Esso Standard Oil Co., N. Y., through Marschalk & Pratt Co., that city, effective June 16 will add WFIL-TV Philadelphia to its 15-minute five-a-week telecasts of *Your Esso Reporter*, bringing total television coverage to seven major cities.

RYBUTAL BUYS ● Rybutal (vitamin compound) buys 15-min. program, nine times weekly on five-station Metropolitan Network starting June 9. Agency, Duane Jones Co. Inc.

CLERIC LAUDS NARTB

NARTB has done "big job" in "short time" by enforcing its Television Code, Rev. Theodore H. Elsner, president of National Religious Broadcasters Inc., wrote Rep. Oren Harris (D-Ark.), chairman of House subcommittee probing programs (see probe story page 27). Rev. Elsner is chairman of Radio Commission of National Assn. of Evangelicals and previously had protested code recommendation against sponsored religious programs (see code story page 5). He told Chairman Harris association opposes legislative action, believing more time should be given TV industry to correct offensive programming. He found "definite improvement" as result of industry's "sincere effort" to raise standards.

PEOPLE..

RICHARDS W. COTTON, assistant to ... dent of Philco Corp., appointed director of ... Electronics Div., and also chairman of ... tronics Production Board, succeeding ... Milling who returns to RCA. Appointment effective June 16.

FCC COMR. GEORGE STERLING ... to life membership in Eastern Assn. of ... Chiefs, Reading, Pa. He long has been ... tive volunteer fireman in home community Peaks Islands, Me., near Portland.

WILLIAM DOTY EDOUARDE, sales ... sentative for NBC-TV spot sales in Holly... named TV spot sales manager for West... Div., heading NBC-TV's spot sales activities in 11 western states. Prior to joining ... work in May 1951, he was sales manager ... KFWB Hollywood, and before that ... with Compton Adv. and Badger & Browning ... Hersey, both New York.

F. STODDARD DRAKE, Compton Adv., N. Y., to Carl S. Brown Co., same city, in executive capacity.

HELEN WHEELER, production assistant ... George F. Foley's *Dr. George Gallup* ... transcribed series aired on some 130 stations ... promoted to production supervisor.

HENRY G. WENTHEN, production staff, Benton & Bowles, N. Y., to Scheideler, Beck & Werner, that city, in similar capacity.

RICHARD L. LINKROUN, CBS-TV producer and director, to Geyer, Newell & Ganger, N. Y., as executive producer.

RONALD G. VAN TINE, Washington newsman, named assistant to George Sanker, radio-TV director of U. S. Chamber of Commerce.

JOHN H. L. TRAUTFELTER, vice president, treasurer of WFBR Baltimore, elected president of Maryland Assn. of Certified Accountants, first radio executive to hold this post.

WILLIAM C. KLEIN, member of sales staff at WLS Chicago many years, joins WENR (ABC) Chicago radio spot and local sales.

HOWARD G. SAWYER, vice president for plans and research, James Thomas Chirurg Co., New York and Boston ad agency, appointed member of American Assn. of Advertising Agencies Standing Committee on Research.

JOHN F. REEDER, account executive and ... head of plans board of William H. Weintraub & Co., N. Y., to Benton & Bowles, same city, as vice president and account supervisor.

STANLEY LUKE, director of industrial relations for International Telephone & Telegraph Corp. and affiliated firms both here and abroad since 1945, elected assistant vice president of IT&T.

NEW TECHNIQUE

NEW experimental technique, combining movie and TV methods, to be used on final program of *RCA Victor Show*, NBC-TV, Friday, 8 p.m. EDT. TV cameras to shoot scenes of Ezio Pinza on location several days in advance for transmission to Hollywood for filming and editing. Orchestra to play "live" during telecast, however.

"IN THE HEART OF AMERICA . . .

It's The

KMBC KFRM

Team and It's

Wholehearted"

Wholeheartedly Delivering...**

- **A Larger Market***

  *In the Kansas City Metropolitan Area alone there has been a population increase of 16,900 in the past 12 months. (Sales Management Survey of Buying Power estimate 1/1/51, 820,400—SMSB pop. est. 1/1/52, 837,300).

- **A Richer Market***

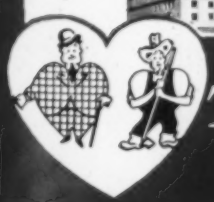
  *Typical is the increase in effective buying income in the Kansas City Metropolitan area, (SMSB estimate for 1951, 1 billion, 433 million dollars) — 150 million dollars more than 1950! Retail sales, too, are up with a total estimate for 1951 (SMSB) of over 1 billion, 73 million dollars.

- **The ENTIRE Market***

  *Larger and richer, the important fact is, that The KMBC-KFRM Team delivers the *entire* rectangular Kansas City Primary Trade Area, as established by the Chamber of Commerce of Kansas City and including all of Kansas, western Missouri and adjoining segments of Iowa, Nebraska, Colorado, Oklahoma and Texas.

**Call KMBC-KFRM, Kansas City, or your nearest Free & Peters Colonel. Get prompt, efficient delivery of this year's larger and richer Heart of America.

SELL THE WHOLE HEART OF AMERICA WHOLEHEARTEDLY, WITH



The KMBC-KFRM Team

CBS RADIO FOR THE HEART OF AMERICA

OWNED AND OPERATED BY MIDLAND BROADCASTING COMPANY